



2021 NATIONAL CAMPAIGN

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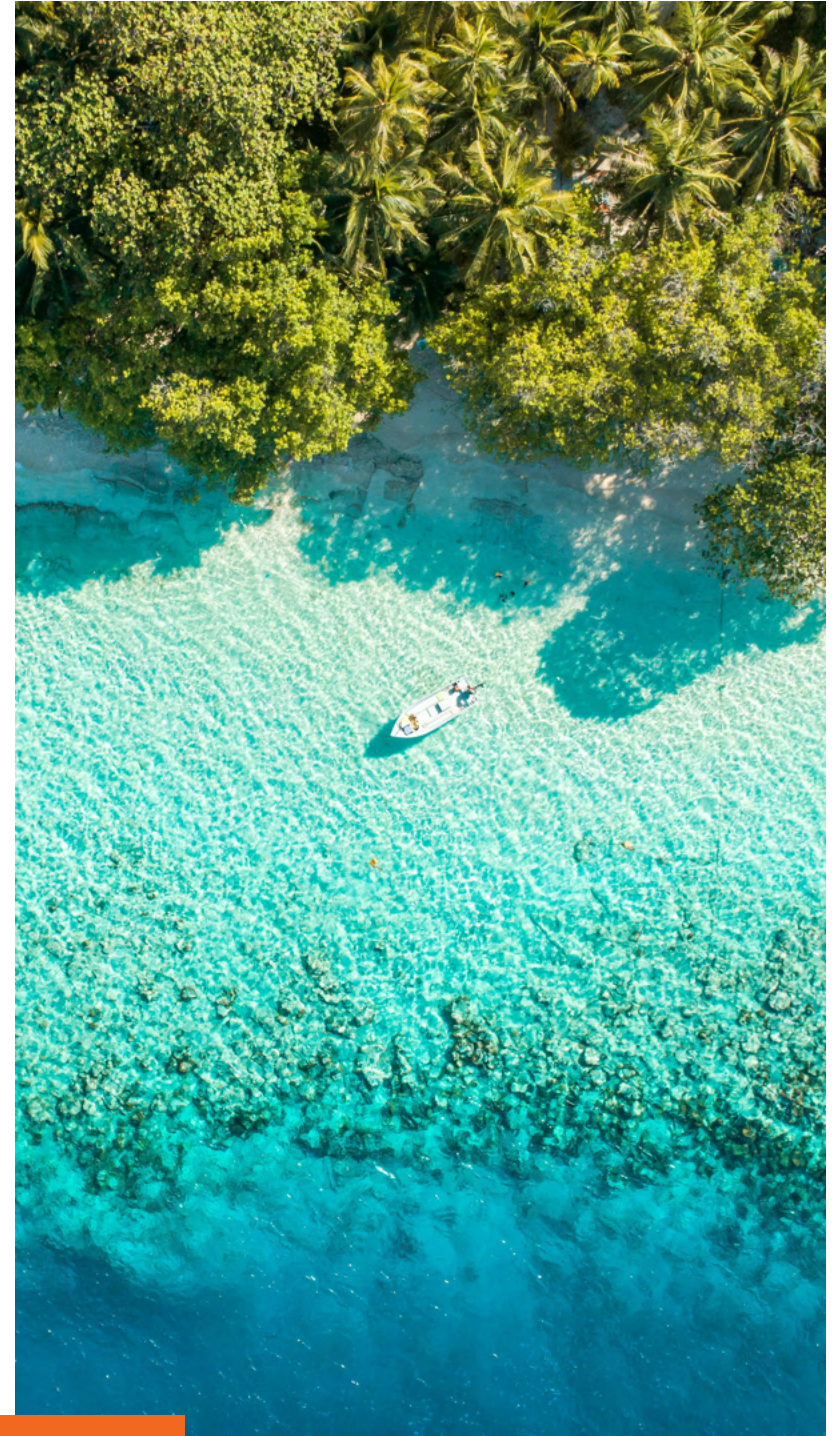
Executive Summary

Krempl Agency was tasked with creating a branding campaign for Kayak.com in the United States. With both travel media and consumer effort in mind, this campaign is focused around the travel industry which has an average growth of 7.8% each year. The target market recommendation is 25-44 year old males and females. This audience will allow Kayak.com to target a younger demographic, with a family that are actively searching for more convenient ways to book trips with their busy lifestyle.

This nation wide campaign will run in the upcoming calendar year from January 2021 to December 2021. The U.S. Travel Association conducted a study in 2018 which took into account the states that used the most vacation days. By selecting three states within the top 10 list that the study found, Krempl Agency was able to narrow down DMAs in each state taking into account their age, average household income, and number of people in the household.

Campaign Objective

The overall media objective is to create brand awareness for Kayak.com. This will be accomplished through digital and traditional mediums to increase reach and frequency with our target audience. Krempl Agency suggests using social media as Kayak.com's primary media, Amazon as a secondary media, and billboards as a tertiary media in selected DMAs to increase brand awareness.





Situational Analysis

The Market

Competitive Review

The Consumer

Dealers, Distributors & Brokers

Advertising History

Sale & Promotion

Challenge & Opportunity

The Market

Definition of the relevant market

The travel reservation industry consists of direct travel providers and online travel agencies. The Online Travel Agency (OTA) Industry serves as an intermediary between consumers searching for airline tickets, car rentals, or hotel accommodations from providers of those services.

Market size & Growth trends

The Travel Reservation Industry earned an estimated \$55.9 billion in 2019 with an average growth of 7.8% each year since 2014. The two largest OTA companies, Booking Holdings, and Expedia Group are on a steady rise. Booking Holdings increased by 14.6% year over year and Expedia Group saw an 11.6% increase.

Direct Booking Rise:

Direct booking services are increasing loyalty programs and member rewards for booking directly through their service. There is perceived security that comes with booking directly rather than through an OTA.

Market Forecast

Over the next 5 years, the overall travel booking industry will continue growing- however at a slower rate. This is due to the high success rate of travel providers increasing direct reservations through various branch channels. Examples of this are loyalty programs and non-member rewards.

Region	Index	Vertical %
ImWest	123	28.5%
South	92	35.2%
Midwest	71	15%
Northeast	122	21.40%

Figure 1: Market Forecast

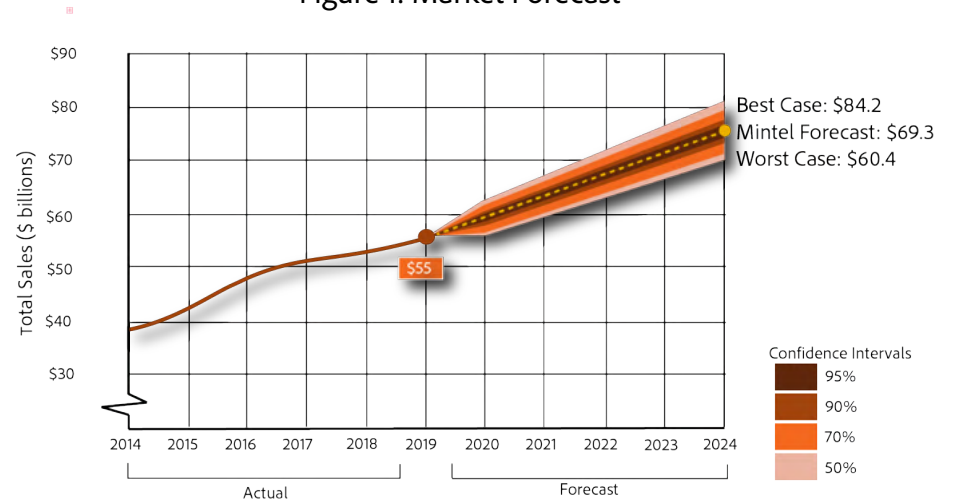
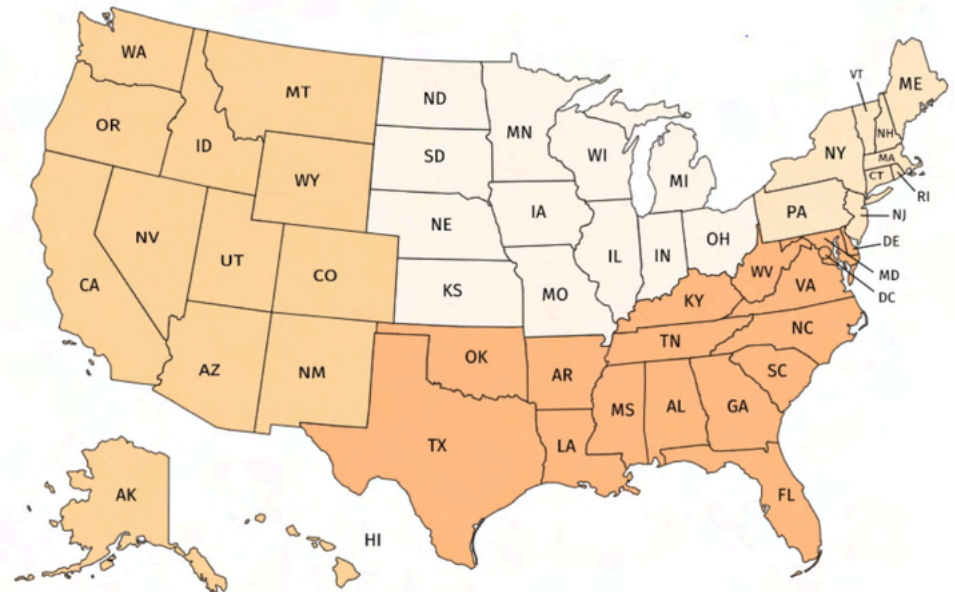


Figure 2: Market Make-up



Make-up of the Market

According to a 2020 Travel Booking Mintel Report, direct booking continues to see growth however OTAs are also seeing growth. The powerhouse players in the market are led by Booking Holdings and Expedia Group.

EXPEDIA GROUP

AMERICAN ONLINE TRAVEL SHOPPING COMPANY FOR CONSUMERS & SMALL BUSINESS TRAVEL
Consumer facing brands include: [Expedia.com](https://www.expedia.com), [Orbitz](https://www.orbitz.com), [Trivago](https://www.trivago.com) and [Travelocity](https://www.travelocity.com), [CarRentals.com](https://www.carrentals.com), [CruiseShipCenters](https://www.cruisehipcenters.com) and [homeshare](https://www.homeshare.com) platforms [HomeAway](https://www.homeaway.com) and [Vrbo](https://www.vrbo.com).

ABOUT

- United States Company
- Focus on whole-building listings
- 200+ Travel Booking Sites in 70+ countries
- Strong global presence of 45% of revenue from international



METRICS

- Saw revenue growth of 11.6% in 2018
- 99.7 billion in gross bookings in 2018
- 11.2 billion in revenue in 2018
- 352 million booked room nights in 2018

Sources: <https://www.expediagroup.com/about/> & Mintel Report Travel Booking 2020

BOOKING HOLDINGS

ONLINE TRAVEL AND RELATED SERVICES PLATFORM

Six consumer facing brands: [Booking.com](https://www.booking.com), [KAYAK](https://www.kayak.com), [Priceline](https://www.priceline.com), [Agoda](https://www.agoda.com), [Rentalcars.com](https://www.rentalcars.com) and [OpenTable](https://www.opentable.com)

ABOUT

- Dutch Company
- Local partners in more than 230 countries and territories
- Operates in more than 40 languages
- Mission: to make it easier for everyone to experience the world



METRICS

- Saw an increase of 14.6% in global revenues (2017-2018)
- \$96.4 million in gross travel bookings in 2019
- 844 million room night were booked across Booking Holdings

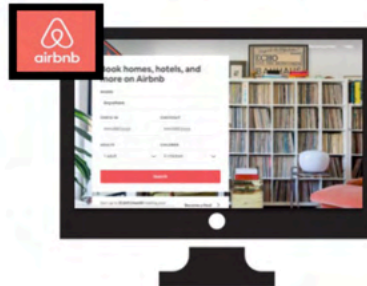
Sources: <https://www.bookingholdings.com/about/factsheet/> & Mintel Report Travel Booking 2020

AIRBNB

ONLINE MARKETPLACE FOR ARRANGING OR OFFERING LODGING, PRIMARILY HOMESTAYS, OR TOURISM EXPERIENCES

ABOUT

- United States Company
- Acts as a broker, receiving commissions from each booking
- More than 7 million in Airbnb listings worldwide, 100k+ cities with listings, and 220+ countries and regions with listings



METRICS

- Saw revenue growth of 47.9% from 2017 to 2018
- In 2019 it saw \$1-2 billion in quarterly revenue

Sources: <https://news.airbnb.com/fast-facts/> & Mintel Report Travel Booking 2020

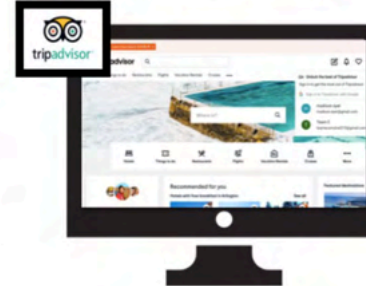
TRIPADVISOR

ONLINE TRAVEL COMPANY THAT OPERATES A GLOBAL PLATFORM WITH A VARIETY OF OPTIONS

Flagship brand: [Tripadvisor.com](https://www.tripadvisor.com)

ABOUT

- Industry leader in the travel activities segment
- Available in 49 markets and 28 languages
- Can browse through more than 859 million reviews and opinions of 8.6 million accommodations, restaurants, experiences, etc.



METRICS

- Saw revenue growth of 3.8% from 2017 to 2018
- Saw a 19% gain in the experience and dining segment

Sources: <https://tripadvisor.mediaroom.com/US-about-us> & Mintel Report Travel Booking 2020

Significant trends or changes in the market

Direct platforms are using loyalty programs putting meta-search platforms at a disadvantage. Booking providers are accommodating young travelers allowing them opportunities to book last-minute for people who are prone to often change plans. The future is looking to be a seamless experience, giving consumers the ability to book instantly at the point of inspiration. There is aim to communicate directly with prospective travelers effectively.

Competitive Position

Within the travel booking market, consumers have an option to book directly through a service, with a travel agent or through an online travel agency. Product quality is justified through consumers' experience with the services provided.

Product Quality

Consumers' personal experiences drive their reviews based on quality of communication with services, loyalty club rewards, refund rules and more. Reviews were found through trust pilot review websites. Trust pilot is one of the most popular review sites having consumer input for all of them.

Figure 3: Online Travel Agencies

	Online Travel Agencies (OTA's)					
	Hotels	Flights	Car Rentals	Restaurants	Activities	Cruises
Booking	✓	✓	✓	✓	✓	
Expedia	✓	✓	✓	✓	✓	✓
TripAdvisor	✓	✓	✓	✓	✓	✓
Trivago	✓					
Hotels.com	✓	✓			✓	
Kayak.com	✓	✓	✓	✓	✓	

Figure 4: Travel Agencies

	Travel Agencies						
	Hotel	Flights	Vacations	Car Rentals	Cruises	Travel Agents	Travel Insurance
AAA Travel	✓	✓	✓	✓	✓	✓	✓
Travel Leaders	✓	✓	✓	✓	✓	✓	
Travel Sense	✓	✓	✓	✓	✓	✓	
Zicasso	✓	✓	✓	✓		✓	
Cheap Oair	✓	✓	✓	✓	✓		

Online Travel Agencies

Booking

Booking.com is the number one leading OTA. Giving guests the options of booking hotels, flights, car rentals, airport taxis and even recommending and purchasing tickets for attractions.

Expedia

Like Booking.com Expedia offers much of the same to customers. Being able to book flights, hotels or even both. Car rentals and things to do after a long flight is also an option. What sets them apart is their ability to help book cruises and their different destinations.

TripAdvisor

TripAdvisor is everything in one. Booking hotels, rental cars, flights, vacation packages, cruises, rentals and even reservations to restaurants are available. Their website also gives recommendations on airlines, road trips, and comes with a "Best of 2020" list that changes every year.

Trivago

Focusing on hotels and flights, Trivago offers deals for desired travel destinations. Trivago helps their customers giving recommendations for Romantic Getaways, Family Vacations, All-inclusive Vacations, at destinations all over the globe.

Hotels.com

Hotels.com is well known for their low prices for guest stays, their push for their rewards program is pushed heavily. They emphasize not only having deals on hotels but also on apartments, city homes, country retreats and, ect. They also offer resources to find things to do, flights, group meetings and listing a property, similar to AirBnb.

Travel Agencies

AAA Travel

Well known for automotive insurance, AAA is also one of the top Travel Agencies. Assisting with booking hotels, flights, car rentals, cruises and vacations. AAA has experts on call, provides a user friendly app, and includes travel insurance. Options to receive travel brochures, travel rewards, and Hertz gold are all available.

Travel Leaders

Travel Leaders have been in the travel industry for 75 years with more than 8,000 travel across the USA. Travel Leaders offer local travel agents and help with planning vacations for clients. Their website comes with a wide variety of travel ideas from beach vacations to wildlife safari tours.

Travel Sense

Like Travel leaders, Travel Sense provides a local travel agent and gives customers travel tips and provides help to book their travel plans.

Zicasso

Zicasso is a unique travel site that matches clients with three specially selected travel experts to plan a unique itinerary. Plan African safaris or luxury tours in Latin America, Asia and Europe with the help of 24-hour support.

Cheap Oair

CheapOair is a simple-to-use vacation planner that includes search engines for hotels, flights, car rentals and package deals. The system automatically compares costs from several companies to find the very best deal.

Direct Booking

Hotel

Hotels are starting to move more to direct booking through them. Including benefits such as royalty clubs that come with special perks such as saving on rooms to free tea such as the SchlossHotel in Zermatt. Others like the Premier Inn have interactive location based maps letting guests know if rooms are available saving customers time. Hotel search results show users flexible rates and options indicating the type of room.

Airline

Mileage rewards and exclusive benefits that are only available through direct airlines. Prices will most often be lower and cancellations can be modified quicker and easier with the airline directly for example, cancellation charges are not offered by South West but could potentially come into effect with an OTA.

Car Service

Like hotels and airlines, car services offer exclusive deals when booking directly and problems and cancellations can be solved faster.

Figure 5: Direct Booking

	Loyalty Club	Intensives	Apps	Lower Prices
Hotel	√	√	√	√
Airline	√	√	√	√
Car Service	√	√	√	√

The Consumer

Size of the consumer market in terms of person, households, purchasing units

Per the latest mintel reporting, 74% of adults report taking at least one leisure trip over the past year, 22% two trips and 14% three trips. Adults 34-44 are most likely to have reported taking a trip at 84%, followed by 45-54 year olds at 76%, 18-34 year olds at 73%, and 55+ at 69%. The majority of Americans do not take more than two trips per year, but when comparing households with and without children, parents are more likely to book three, shorter trips presumably to adhere to additional scheduling restraints. 53% parents report time restraints as more of a limitation than travel cost. Men and women are reported as equally likely to plan trips.

Frequency of purchase, usage rates, purchase cycle, trial

In terms of OTA usage vs direct brand booking, 42% report booking travel via desktop on a brand website, 23% on an aggregator's website, 18% on a brand's mobile site, and 14% on an aggregator's mobile website. The majority of travelers use OTAs as a way to compare prices rather than booking through the websites directly. In terms of booking time frame, those 18-44 are more likely to book transportation and accommodation within one month of travel departure than other age groups. 46% of 18-34 year olds and 33% of 35-44 year olds book transportation within one month of travel. 50% of 18-34 year olds and 41% of 35-44 year olds book some type of accommodation within one month of trip departure.

Definition of the market by socioeconomic groups / sociopsychological characteristics

The demographic that shows the largest preference for OTAs include travelers under 35 years old with a HH income between \$50-\$70k. One out of five travelers under the age of 35 belong to some kind of OTA loyalty program. Larger families report OTAs as helpful, specifically TripAdvisor. As HH income is larger, so is that of the likelihood of the persons taking a trip over the last year.

Consumer knowledge and or attitude toward product category and individual brands

Kayak.com is a solid choice to research different prices while looking to travel. The website uses several different sources on the internet to find the greatest deal for the consumer. It is efficient and easy-to-use to purchase and book airline tickets.

Most 2019-2020 ratings by consumers varied between 4-5 stars as a traveling booking website. There are several comments saying that it is a reliable source, it gives a nice set of different prices, it's cheaper than other sites, and does almost all of the research for you.

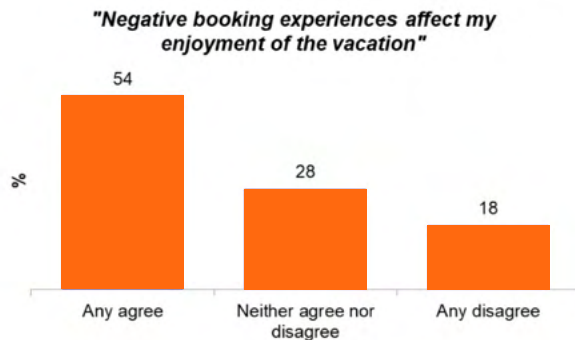
Factors influencing the brand selection

The biggest factors influencing the brand selection is the various amounts of other traveling websites that try to match or one-up each other. There are about 11 websites that represent a combination of consumers favorites mixed with some newer, similarly performing hotel options. Although Kayak.com is second on the list, consumers still have several different sites to choose from that all function almost the same.

What makes Kayak.com stand out more than others is the addition set in 2018 of added dining reservations to the platform of responsibilities for the website. This makes it easier and less stressful while traveling, because the site can do it all for customers instead of having to figure it all out once they get to their destination.

Figure 6: Negative Booking

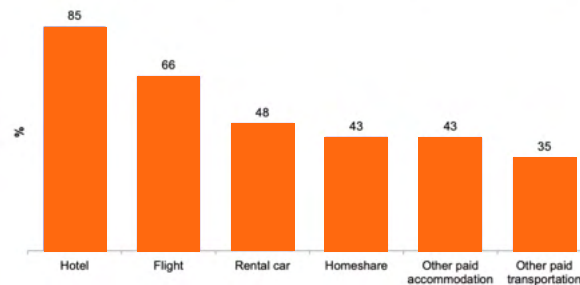
"How much do you agree or disagree with the following statements about vacation planning?"



Majority of consumers agree that a negative booking experience can affect the enjoyment of the vacation they go on.

Figure 7: Leisure Booking

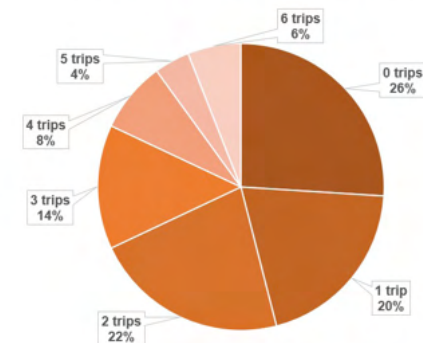
"For the most recent leisure trip you personally booked, how far in advance did you book each of the following?"



Hotels and flights had the highest numbers that were personally booked in advance before each trip.

Figure 8: Leisure Booking

of Leisure Trips Booked in the Past 12 Months



The graph above shows a trend of how many trips have been booked within the last 12 months. It is shown that trips that are planned for a week or less are more common to be booked using the website as opposed to longer trips that shared a much smaller percentage in 2019.

Advertising History

Competitor Advertising Audit

Booking.com

Social Followings

 1.4 million followers

 169.6k followers


 5 million likes


Content: Booking.com uses their social media as a place to post promotional content encouraging their followers to travel and live active lives. This is an interesting strategy, it seems to promote a lifestyle that requires using the booking.com service.


Past Promotional Events: In January of 2020, Booking.com ran a very creative social media campaign that visually illustrated how their service could help users and potential customers follow through with their new year's resolutions. A specific example of this was a post that shows someone checking off their new year's resolution of "Spend more time with kids", followed by what is presumably this person's daughter jumping into a pool at a rental property. There were several other posts in this series that used a similar idea as well.

Expedia

Social Followings

 309k followers

 421.9k followers


 7.1 million likes

Content: Expedia seems to represent themselves on social media in a similar manner to Booking.com. They position themselves as a company that enables their customers and helps them get to beautiful destinations scattered all over the globe. Their social media feeds feature a myriad of popular tourist destinations with fun facts pertaining to those locations. Instead of focusing on their service, the company seems to be focusing on what their service can do for their customers and where it can bring them.

Past Promotional Events: Since 2013, Expedia has been releasing destination travel guides to popular tourist destinations on their YouTube channel. They have now posted over 100 travel guides which explain and demonstrate how to navigate the most popular locations on the planet. These videos encourage potential customers to travel to these locations and to do so using Expedia.

Trivago

Social Followings

 647k followers

 115.7k followers

 13 million likes

Content: Trivago uses a different strategy than both Expedia and Booking.com. Their social profiles are littered with photos of both beautiful hotels and travel properties that can be rented through their service. Oddly enough though, it seems that they only post photos of tropical locations with clear blue water and sand, even though their service is more than that.

Past Promotional Events: Trivago has been making commercials with their famous slogan "Hotel...Trivago" for years. After watching quite a few of their commercials, I noticed that they all seem to be pushing the same idea. The idea that Trivago compares hundreds of websites live to find the best price. Other than this, they don't seem to do any other big promo activity.


Competitor Advertising Audit

TripAdvisor

Social Followings

 2.5 million followers

 3.5 million followers

 7.6 million likes


Content: TripAdvisor uses their social platforms in a similar way to Expedia and Booking.com. Their pages feature beautiful and interesting getaway destinations as well as food from around the world. One way in which they differ is that they occasionally post user-generated content to highlight the ways that their platform enables and helps their users.

Past Promotional Events: TripAdvisor runs a large number of commercials featuring their mascot, the Owl. In a way that could be compared to Aflac or Geico, their mascot cracks a not-so-funny joke and then somehow ties that into how their service can help you find the best prices on hotels and travel.

Priceline

Social Followings

 16.3k followers

 92.3k followers

 731k likes


Content: Priceline uses their social media in a different way than all the previously mentioned companies. Their social pages feature deals and offers directly from their site. They use Instagram as a place to post when there is a special deal on hotels, cruises, rental cars, flights and more. This is an interesting strategy as it is more of a traditional form of straight forward marketing than the other companies who are a bit more tactical.

Past Promotional Events: Priceline uses celebrity spokespeople in most of their commercials. They have used the likes of Kaley Cuoco, William Shatner, and Leonard Nimoy in a number of their ads. Most of their ads start with an interesting or humorous hook and then tie that in to some unique benefit of their service. The feature of their site that they focus on most is the ability to select several parameters in narrowing your search for a trip.

Hotels.com

Social Followings

 96.2k followers

 109.5k followers

 3.9 million likes

Content: Hotel.com also uses their social accounts in quite a unique way. They have relatively few followers and post a wide gamut of memes and humor-focused content on most of their pages. Relatable and funny travel content makes up for a majority of what they post. A recent campaign that they ran encouraged users to post funny content of themselves in hotel robes with the hashtag #robelife.


Past Promotional Events: Hotels.com most recent series of commercials all feature a recurring character, Captain Obvious. He makes sarcastic remarks at people in all their commercials as they are doing something related to traveling. He then alludes to the fact that hotels.com has a rewards program that can get you free nights in a hotel by booking. The commercials take on a funny tone and are actually quite well-done.


Competitor Advertising Audit

Agoda

Social Followings

 248k followers

 29.4k followers


 3.5 million likes

Content: Agoda falls in line with the majority of competitors analyzed. Their social feeds feature picturesque destinations and lots of user-generated content that focuses on how the brand empowers users. They've also run several social media contests using hashtags to encourage users to share their content in the name of the brand.

Past Promotional Events: Agoda makes rather unique animated commercials that feature the main character, a dot from their logo, mitigating some travel issues with the help of Agoda. They are usually in the form of a short story and have a very feel-good and colorful style.

Enterprise

Social Followings

 13.7k followers

 37.4k followers


 475k likes

Content: Enterprise uses their social media to talk about the promotions that they are running as well as to sometimes post funny memes related to travel. Enterprise rents out all sorts of vehicles and uses their social pages to raise awareness for their additional services like truck rental and fleet management.

Past Promotional Events: Enterprise's current commercial campaign features celebrity actress Kristen Bell as the spokesperson for their brand. The commercials are fairly stereotypical and usually begin with some unrealistic and humorous scenario in which enterprise comes to the rescue.

Hilton

Social Followings

 312k followers

 315.4k followers

 132k likes

Content: Hilton uses their social pages to post user-submitted photos from their wide variety of properties around the world. They seem to focus on showing off the strong points of their hotels and making sure that their followers understand all the incredible travel opportunities that Hilton could provide.


Past Promotional Events: Hilton's current commercial campaign features celebrity actress Anna Kendrick as the spokesperson for their brand. The commercials are fairly stereotypical and usually begin with some unrealistic and humorous scenario in which enterprise comes to the rescue.





Competitor Advertising Audit

Alaska Airlines

Social Followings

 511k followers

 387.3k followers

 1.6 million likes

Content: Alaska Airlines posts mostly about the things that they are doing as a brand and frequently posts about their employees. It seems as if they want to represent themselves not only as a great service to use, but as a great company to work for.

Past Promotional Events: Alaska Airlines commercials are very on-brand in terms of promoting the same idea that their social pages do. Most of their ads are simply PSA's about how Alaska is a great company to purchase from and a great company to work for.

Travel Leaders

Social Followings

 15.7k followers

 8k followers

 251k likes

Content: Travel Leaders uses their social platforms to post about the travel opportunities and experiences that their service can provide. They frequently post testimonials and photos from their customers to illustrate the great experiences that customers have had with their service.

Past Promotional Events: Travel Leaders commercials seem very stock and very corporate. They aren't very exciting but do a good job of illustrating that Travel Leaders can plan your next incredible vacation.

Figure 9: Competitor Spending

Rank	Marketer	Headquarter	Total U.S. Spending 2018 (in millions)	U.S. measured media ad spending 2018 (in millions)
83	Booking Holding	Norwalk, Conn	\$555	\$737
21	Expedia Group	Bellevue, Wash.	\$1,953	\$1,089

Leading National Advertisers 2019

1.	Expedia Group	\$647
2.	Booking Holdings	\$626
3.	Amazon	\$277
4.	LendingTree	\$255
5.	TripAdvisor	\$213
6.	AT&T	\$173
7.	Capital One Financial Corp.	\$145
8.	Experian	\$143
9.	Progressive Corp.	\$141
10.	Discover Financial Services	\$118

U.S. measured-media spending for largest categories in 2018 (in billions)

Category	Spending	Percent Change
Retail	\$15.1	-7.1%
Automotive	\$12.9	-9.7%
Telecom, Internet services	\$12.3	+3.2%
General Services	\$11.5	+1.1%
Medicine and Remedies	\$10.2	+0.9%
Financial Services	\$7.9	+6.9
Insurance	\$7.1	+8.1
Food, Beverage & Candy	\$6.9	-7.0%
Airline, Hotels, Car Rental, Travel	\$6.3	+14.9%
Restaurants	\$6.2	-2.1%

Sale & Promotion

Booking & Kayak

Booking.com and Kayak.com do not hold a strong brand presence. Online, the display advertisements are practically irrelevant. There is no established message of what they are providing that differentiates them from the competitors. The main point of advertising done is a handful of video spots that focus seems to be on the quirks of everyday people. They attempt to amuse the audience through semi-creative ideas that don't seem to correlate with the service other than the fact that they are looking to get a cheap laugh based off of a quirky America. Moving forward with this branding campaign, the Kremp agency will aim to reestablish the Kayak brand as a service to embrace your quirks as a form of self expression, not as a way to rile yourself up, but to be comfortable with who you are and where you want to go. Kayak can help you get there.

Expedia

Expedia's branding approach appeals to the audience's need for relaxation, avoiding all the little annoyances in life. This translates well to their value of being a straight forward OTA that is going to do everything in their power to make your vacation experience simple and enjoyable. Their video spots follow the same theme. The speed is slow and the monologue is crafted so that the most is said with few words. The visuals are big and crisp, easily attracting the eye and making the message as easy to follow as possible. Just watching their advertisements begins to change your mindset to vacation mode.

Trivago

Trivago's promotional material may come across as bland and repetitive but it is effective for them. With their main focus of sales being hotel bookings, they're tagline, "Trivago? Hotels," is easily remembered and a straightforward word-association approach. They have multiple video campaigns including one explaining how their site works (\$35-45K) and another sharing travel narratives around the world (\$100K)¹. This content differentiates from the competitors because it is informational and gives the audience exactly what they need to hear in order to understand how the service works making little room for surprises.

TripAdvisor

As mentioned earlier, the promotional material for TripAdvisor focuses heavily around their mascot owl. It is cut and dry material showing the audience listings of places and explaining their booking process. It is similar to Trivago in that way but uses a playful owl to deliver the message. There aren't too many examples of online display ads but they have a number of video spots used both for television and online.

Priceline

Priceline's content hits the target market group well. They're marketing speaks about the savings and discounted prices the consumer will receive with their service. This message is delivered to a middle-aged group of people who have money to spend on but are working with a budget.

Target Audience Recommendation

Audience Recommendations



Audience Recommendation

Krempl Agency conducted secondary research through Mintel and MRI Simmons Insights to determine and recommend a target audience of 25-44 year-olds.

Based on the data, Krempl agency recommends targeting males and females when creating a branding campaign for Kayak. Both vertical percentage and index show that it would be useful.

Figure 10: Gender

Gender	Total					ACTUAL WEBSITES USED/VISITED LST 30DAYS: KAYAK.COM				
	Sample	Weighted(000)	Vertical %	Horizontal %	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index
Total	11,376	243,299	100%	100%	100	586	13,408	100%	5.50%	100
GENDER: MALE	4,894	117,526	48.30%	100%	100	244	6,186	46.10%	5.30%	96
GENDER: FEMALE	6,482	125,773	51.70%	100%	100	342	7,221	53.90%	5.70%	104

Figure 11: Age

Age	Total					ACTUAL WEBSITES USED/VISITED LST 30DAYS: KAYAK.COM				
	Sample	Weighted(000)	Vertical %	Horizontal %	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index
Total	11,376	243,299	100.00%	100%	100	586	13,408	100.00%	5.50%	100
AGE: 18 - 24	933	28,166	11.60%	100%	100	*44	*1,512	*11.3%	*5.4%	*97
AGE: 25 - 34	1,315	42,477	17.50%	100%	100	124	3,972	29.60%	9.40%	170
AGE: 35 - 44	1,580	40,173	16.50%	100%	100	121	3,256	24.30%	8.10%	147
AGE: 45 - 54	1,951	41,144	17%	100%	100	110	1,779	13%	4.30%	78
AGE: 55 - 64	2,310	41,485	17.10%	100%	100	102	2,149	16%	5.20%	94
AGE: 65+	3,287	49,854	20.50%	100%	100	85	740	5.50%	1.50%	27

Figure 11 analyzes the cross tabulation between age ranges starting with 18 year olds to 65+ year olds. There is a clear spike in vertical percentage across 25-44 year olds leaving Krempl agency to determine this would be the best age range to target.

Figure 12: Household Income

Household Income	Total					ACTUAL WEBSITES USED/VISITED LST 30DAYS: KAYAK.COM				
	Sample	Weighted (000)	Vertical %	Horizontal %	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index
Total	11,376	243,299	100%	100%	100	586	13,408	100%	5.50%	100
\$20,000 - \$24,999	407	9,190	4%	100%	100	**11	**416	**3.1%	**4.5%	**82
\$25,000 - \$29,999	409	8,731	4%	100%	100	**10	**185	**1.4%	**2.1%	**39
\$30,000 - \$34,999	435	8,592	4%	100%	100	**13	**361	**2.7%	**4.2%	**76
\$35,000 - \$39,999	440	9,501	4%	100%	100	**11	**227	**1.7%	**2.4%	**43
\$40,000 - \$44,999	393	8,091	3%	100%	100	**7	**198	**1.5%	**2.5%	**45
\$45,000 - \$49,999	461	8,823	4%	100%	100	**17	**254	**1.9%	**2.9%	**52
\$50,000 - \$59,999	868	19,618	8%	100%	100	*42	*884	*6.6%	*4.5%	*82
\$60,000 - \$74,999	1,205	22,381	9%	100%	100	*49	*1,131	*8.4%	*5.1%	*92
\$75,000 - \$99,999	1,469	34,563	14%	100%	100	72	1,987	15%	5.70%	104
\$100,000 - \$149,999	2,001	43,433	18%	100%	100	141	3,602	27%	8.30%	150
\$150,000 - \$249,999	1,500	30,744	13%	100%	100	112	2,127	16%	6.90%	126
\$250,000 OR MORE	785	14,463	6%	100%	100	85	1,802	13%	12.50%	226

There are a large percentage of consumers who have visited or used Kayak that fall within the \$60,000-250,000+ range. This leads Kreml Agency to determine that consumers who are more well off are more willing to use a site to assist in trip planning.

Figure 13: Number of People in Household

No. of people in household	Total					ACTUAL WEBSITES USED/VISITED LST 30DAYS: KAYAK.COM				
	Sample	Weighted (000)	Vertical %	Horizontal %	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index
Total	11,376	243,299	100%	100%	100	586	13,408	100%	5.50%	100
ONE	1,184	34,506	14%	100%	100	*46	*1,292	*9.6%	*3.7%	*68
TWO	3,939	85,057	35%	100%	100	192	4,701	35%	5.50%	100
THREE	2,059	44,876	18%	100%	100	110	3,011	23%	6.70%	122
FOUR	1,994	41,025	17%	100%	100	122	2,160	16%	5.30%	96
FIVE	1,183	22,299	9%	100%	100	64	1,531	11%	6.90%	125
SIX	524	8,339	3%	100%	100	**24	**443	**3.3%	**5.3%	**96
SEVEN	225	3,183	1%	100%	100	**16	**105	**0.8%	**3.3%	**60
EIGHT OR MORE	268	4,015	1.70%	100%	100	**12	**165	**1.2%	**4.1%	**75

People who have 2-5 people in their households are the most likely to use an online travel agency, in particularly Kayak.com. This indicates that a target audience that has a few members in their family/ household are more likely to use a intermediary travel assistance.

Figure 14: "I like to go on vacation where activities are organized for me"

ATTITUDE	Total					AGE: 25 - 34							AGE: 35 - 44				
	Sample	Weighted (000)	Vertical %	Horizontal %	Index	Sample	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index
Total	11,376	243,299	100%	100%	100	933	100	1,315	42,477	100%	17.50%	100	1,580	40,173	100%	16.50%	100
AGREE A LITTLE	2,221	45,268	18.60%	100%	100	201	109	299	9,360	22%	20.70%	118	353	8,166	20.30%	18%	109
AGREE A LOT	1,120	23,442	9.60%	100%	100	103	99	145	4,263	10%	18.20%	104	173	4,352	10.80%	18.60%	112
NEITHER AGREE/DISAGREE	3,499	78,558	32.30%	100%	100	375	135	439	14,434	34%	18.40%	105	540	14,636	36.40%	18.60%	113
DISAGREE A LITTLE	1,864	42,944	17.70%	100%	100	123	77	229	7,809	18.40%	18.20%	104	271	7,182	17.90%	16.70%	101
DISAGREE A LOT	1,956	40,956	16.80%	100%	100	85	51	150	5,110	12%	12.50%	71	163	3,825	9.50%	9.30%	57

This figure describes that the highest percentage of the target audience likes to go on vacation where activities are organized for them. This is part of the package that Kayak offers for consumers, therefore it is something that we can determine this audience would benefit from.

Figure 15: Travel Arrangement Method

Travel Method	Total					AGE: 25 - 34							AGE: 35 - 44				
	Sample	Weighted (000)	Vertical %	Horizontal %	Index	Sample	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index	Sample	Weighted (000)	Vertical %	Horizontal %	Index
Total	11,376	243,299	100%	100%	100	933	100	1,315	42,477	100%	17.50%	100	1,580	40,173	100%	16.50%	100
IN PERSON, BY PHONE, WEBSITE	850	13,976	5.70%	100%	100	35	57	80	1,703	4%	12.20%	70	108	2,083	5.20%	14.90%	90
MOBILE APP	597	14,525	6%	100%	100	33	52	112	3,521	8.30%	24.20%	139	144	3,930	9.80%	27.10%	164
WEBSITE	3,628	81,751	33.60%	100%	100	214	74	491	16,899	39.80%	20.70%	118	675	18,033	44.90%	22.10%	134
CALL DIRECT, HOTLINE, CRSELINE, ETC	1,080	22,405	9.20%	100%	100	40	72	76	2,660	6.30%	11.90%	68	139	3,486	8.70%	15.60%	94

Simmons Insight shows that either a mobile app or website is the preferred method of making travel arrangements. This lines up with the capabilities of Kayak as an OTA confirming the age range of 25-44 year olds.



Media Plan

Media Objectives

Media Strategy

Recommended Social Media

Amazon

Considered Media

Recommended Cable TV

Tertiary Media

Cost Efficiency Analysis

Media Buying Plan

Media Flowchart

Media Plan

Objectives

Our Media objective is to build brand awareness for Kayak.com as the travel metasearch vehicle of choice. Kreml Agency suggests targeting the audience through social media, radio and outdoor advertising to increase reach and frequency.

Strategies

The U.S. Travel Association began a campaign, National Plan for Vacation Day, in 2015 in an attempt to motivate Americans to take more time off. Last year, 768 million days were left unused, with 236 million days forfeited. Increasing American travel will not only increase a healthier work life balance, but stimulate economic opportunity. National #PlanForVacation Day is January 26, 2021, this campaign will anchor around this date.

Where to Target

This campaign will be focused around three main DMA's: Phoenix, Arizona, Denver, Colorado, and Washington. These DMAs were within the top 10 states that take the most vacation days, aligned with the demographic profile of the target audience, and is a major hub for domestic and international travel.

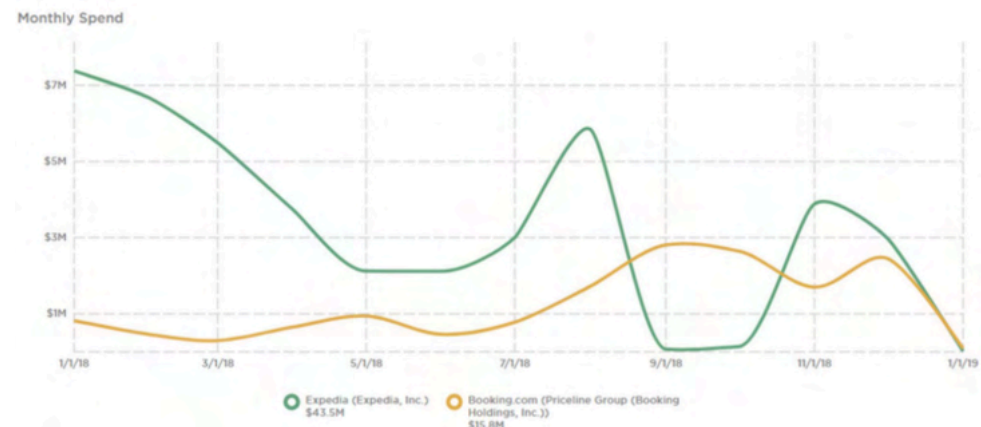
When to Target

Mitnel data describes a two peak season for travel. With travelers vacationing in the fall/ winter and then again in the summer. This "two-peak" strategy surrounds the most popular time to travel including Memorial Day, Labor Day, Spring Break, Thanksgiving, Winter Holidays Season. Figure 17 shows monthly advertising spend of OTAs from January to December 2018. The two OTAs showcased were Expedia and Booking.com which are direct competitors to Kayak.com.

Figure 16: Target DMA

State	DMA	City	Total Adult Population	Total Population of 25-44	Total Population with Income over \$75,000
WA	Seattle-Tacoma DMA	Seattle	4,202,000	1,506,700	1,062,701
CA	San Francisco-Oakland-San Jose DMA	San Francisco San Jose Oakland	5,939,200	2,166,200	1,653,503
	San Diego DMA	San Diego	2,612,100	995,370	576,414
AZ	Phoenix (Prescott) DMA	Phoenix	4,278,100	1,457,100	787,187
CO	Denver DMA	Denver	3,538,700	1,303,900	881,822
IL	Chicago DMA	Chicago	7,443,900	2,629,300	1,668,122
TN	Nashville DMA	Nashville	2,237,800	784,800	411,054
NY	New York DMA	New York	16,878,200	5,880,400	3,951,908
VA	Norfolk-Portsmouth-Newport News DMA	Norfolk Portsmouth Newport News	1,527,100	532,000	300,214
WA-DC	Washington, DC DMA	Washington	5,406,700	1,983,500	1,557,863

Figure 17: Monthly Spend of OTAs



Recommended Social Media

Facebook & Instagram

Budget: \$25.00

Timeline: Run for one year

Location: Phoenix DMA

Denver DMA

Washington D.C

Target Audience Interests: 25-44(men and women)

Vacations or Travel website, Behaviors:

Frequent Travelers or Travel & Tourism page admins

Potential Reach: 2,300,000

Potential Reach per day: 11k-32k

Estimated cost: \$10,000

Average CPC: \$1.86 (pushing landing page)

Average CPM: \$11.20 (increase brand awareness)

Pinterest

Budget: \$20.00

Timeline: Run for one year

Location: Phoenix DMA

Denver DMA

Washington D.C

Target Audience: 25-44(men and women)

Interests: Traveling, flight, hotel, restaurant, travel destinations, travel tips, travel ideas

Potential Reach: 12.4m- 13.5m

Estimated Cost: \$6,700

In general, small to midsize businesses can expect to pay around 10 cents to \$1.50 per click for Pinterest advertising. The minimum bid for CPC campaigns is 10 cents.

Majority of Pinterest users are aged between 30-49 with a 35% reach. This is followed closely by the 18-29 year old age group with a reach of 34%.

Figure 18: Facebook CPC & Other Benchmarks

Average Facebook CPC & Other Benchmarks by Industry in 2019

Industry	Avg. CPC	Avg. Click-through Rate	Avg. Conversion Rate
Apparel	\$0.45	1.24%	4.11%
Automotive	\$2.24	0.80%	5.11%
B2B	\$2.52	0.78%	10.63%
Beauty	\$1.81	1.16%	7.1%
Consumer Services	\$3.08	0.62%	9.96%
Education	\$1.06	0.73%	13.58%
Employment & Job Training	\$2.72	0.47%	11.73%
Finance & Insurance	\$3.77	0.56%	9.09%
Fitness	\$1.90	1.01%	14.29%
Home Improvement	\$2.93	0.70%	6.56%
Healthcare	\$1.32	0.83%	11%
Industrial Services	\$2.14	0.71%	0.71%
Legal	\$1.32	1.61%	5.6%
Real Estate	\$1.81	0.99%	10.68%
Retail	\$0.7	1.59%	3.26%
Technology	\$1.27	1.04%	2.31%
Travel & Hospitality	\$0.63	0.90%	2.82%

Overall, 25 to 34-year-olds make up the biggest demographic age group using Facebook. As of January 2018, there were 58.3 million U.S. Facebook users within that particular age range.

Recommended Social Media

Google Ads & Youtube

Budget: \$20.00

Timeline: Run for one year

Location: Phoenix DMA
Denver DMA
Washington D.C

Target Audience Interests: 25-44(men and women)

Interest: Business Class Flights, Flights, First Class Flights, Travel Flights, Hotel, and Flight Packages

Potential Reach per month: 4,167,864

Average CPC on Youtube: \$0.010- \$0.030 and the average cost of reaching 100,000 viewers is around \$2000.

Average CPC in Google Ads: between \$1 and \$2.

Google Ads and Youtube are being used as social media platforms because Youtube is by far the most popular online video property in the United States. The average reach of 15-25 year olds is 81%, 26-35 year olds is 71%, and 36-45 year olds has a reach of 67%.

Twitter

Budget: \$20.00

Timeline: Run for one year

Location: Phoenix DMA
Denver DMA
Washington D.C

Target Audience Interests: 25-44(men and women)

Interest: Vacation, Travel, Flights, booking

Potential Reach per day: 11k-13.4k

Twitter's highest reach is 18-29 year olds with 38%, followed by 30-49 year olds with a reach of 26%

Figure 19: Social Network CPC



Amazon

Amazon advertising is our secondary media for this campaign. Amazon's mission is to be the world most customer-centric company. Amazon is a huge advertising ecosystem that is all about the customer. Amazon allows for new market opportunities, in-depth consumer markets and has available targeting methods to hone in our you relevant audience for your brand or products.

Amazon Advertising Solutions

With Amazon advertising, there are two "categories", sponsored ads and Amazon's DSP (which stands for demand side platform, a programmatic buying system). Sponsored Ads include: Sponsored Brand & Product Ads and Display Ads (currently in beta mode). Amazon's DSP includes: display and video ads, amazon owned and operated, devices such as the Fire TV, Kindle, and Alexa, and third-party locations.

For kayak.com the best solution for advertising with amazon is Amazon's DSP. Kayak.com is a service therefore the able to use sponsored ads wouldn't be beneficial to our campaign because we don't have products to sell on Amazon.com.

150

million prime memberships
in the United States

30

million monthly subscribers



Amazon Advertising Solutions

The goal of Amazon's DSP is to get Kayak.com service in-front of the consumer who aren't actively searching on Amazon.com

Amazon DSP is a demand-side platform that enables advertisers to programmatically buy display and videos ads.

Within Amazon's DSP there are four different areas that can be advertise on.

Amazon Owned and Operated: is where Amazon owns many properties (such as IMDb, DPReview, Whole Foods, etc.) that be advertise on. It has the ability you use display and in-stream capabilities. There are targeting methods available. These targeting methods include: traditional, contextual, lookalike, retargeting, in-market, and lifestyle.

Display Ads: there are options to create customization. These ads can be a product message and can come in a variety of formats. It's all about reaching the audience with the right message at the right time. These ads can be promoted on or off amazon.

Video Ads: these can be played in-stream and out-stream. They can be played them before, during or after a video. With this advertising option, you can reach relevant audiences This is going to have the ability to go beyond standard linear tv to share Kayak.com message. Also, with a video ad you can showcase the brand message, demo a product or service. Lastly, these placements will be in a brand safe environment that are trusted like Amazon sites and devices.

Devices: Amazon has different devices that ads can be placed on. These include Fire TV, Alexa, and the Fire Tablet.

Why Amazon DSP?

Amazon DSP allows the advertiser to reach your audiences at scale, wherever they are. With Amazon's DSP there is the ability to reach exclusive audiences across devise and formats such as desktop, mobile, and third-party locations (such as: Fire TV, Kindle Wake Screen, and Alexa). Amazon's DSP also allows for compressive inventory, the use of their traffic quality and brand safety. Lastly, to monitor a campaign throughout, Amazons DSP uses insights and performance reporting to allow the for the highest success throughout a campaign.

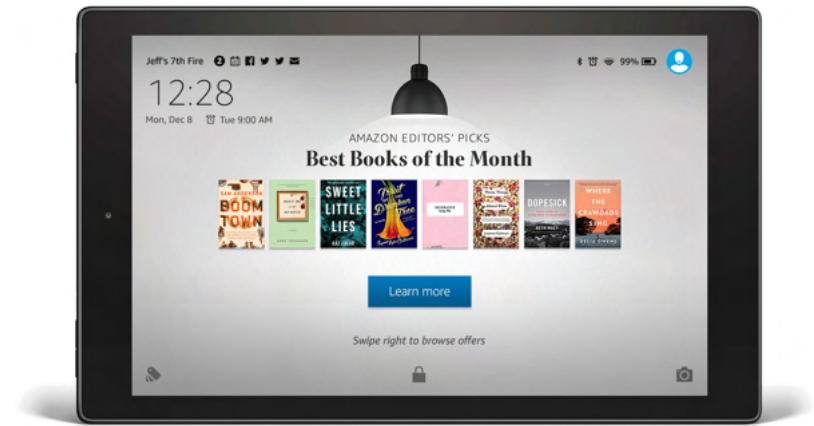


Kindle Wake Screen

Krempl agency is proposing that Kayak.com takes advantage of the static wake screen ad that Amazon offers. With this advertising option, there is the ability to engage consumers from the moment they wake their device. These ads are static but will be eye-catching with a simple message.

The Kindle wake screen allows for opportunities as well. These ads will increase brand awareness. Also, the ads are being placed in an un-cluttered personal device allowing the consumer to be engaged.

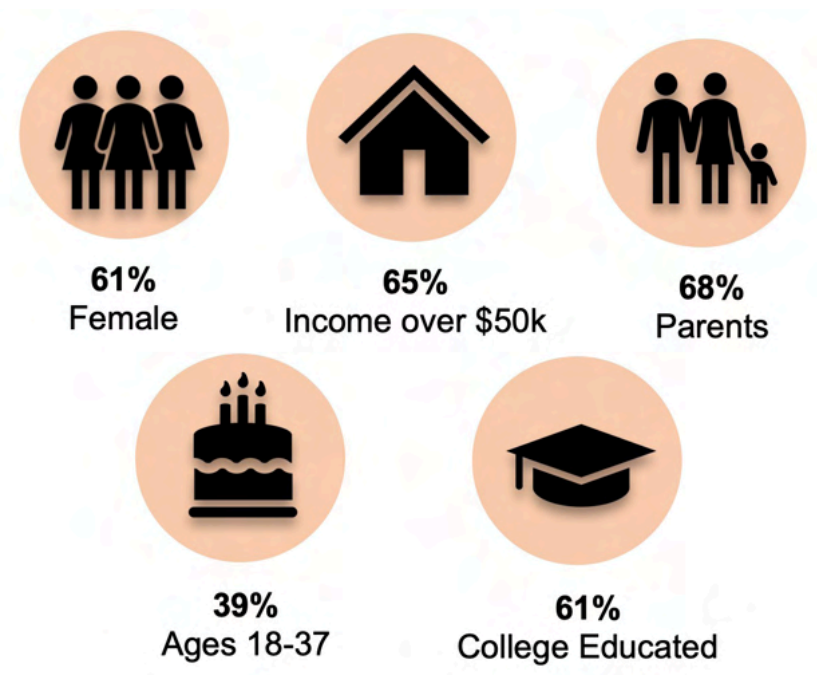
The Kindle wake screen ads are on a CPM basis. The low CPM for this ad is \$8. Also, there is a minimum budget of \$10,000 to incorporate this into the campaign.



Why Kindle Wake Screen?

The Kindle wake screen demographics coincide with this campaign. A few demographics that highlight the importance of using this advertising effort is: income, parents, and age.

The income for this demographic is over 50k where as our target audience is over 60k. Also, these Kindle wake users are 68% parents, so they will have additional members in their household. Our target audience has between one to five people in the household. Lastly, this demographic is 39% of 18-37-year olds this coincides with 25-37-year olds in our target audience.



Fire TV

Krempl agency is also proposing to run 30 second ads on the Fire TV. These ads will be full screen with sound. Also, viewers won't be able to skip the ads. This will allow for viewers to stay engaged with the content they are watching. The ads will be in a brand safe environment with licensed tv and movie content. The completion rate is 97.1%.

Why OTT ads on Fire TV?

According to Amazon data, 2/3 of US adult internet users don't mind seeing ads in exchange for content. Fire TV is the fastest growing streaming media player in the United States. With this advertising option, there is an ability to capture "cord cutters". These are people, who don't watch standard linear TV. A study of Nielson where they looked at 18-34-year old's, found that 1 in 5 Fire TV viewers don't watch linear TV. We are capturing those non-linear TV watchers and have the opportunity to capture the linear TV watchers when a group of people may be sitting in a room watching TV together.

Over-the-top (OTT) ads are becoming more mainstream. These statistics show that OTT are increasing in popularity and will continue in the future.

When you advertise with amazon you're tapping into billions of first party, real time shopping behaviors that enable a business to deliver relevant ads to customers. Again, amazon has more than 150 million prime memberships in the United States and more 30 million monthly subscribers which leads to a unique opportunity to reach breadth and scale of an audience in a brand safe environment across Amazon sites, devices and more.



69%

of US consumers subscribe to streaming video service.



66%

of OTT video reaches homes with WiFi.



34%

of this audience have a household income over 75k.

Considered Radio

Denver, CO

1. **KRFX-FM - Rating 5.7 - Cume 503,400 - 30 Second Spot - \$194**
KRFX or better known as 103.5 the fox serves the Denver Metropolitan Area. It is owned by iHeartMedia, Inc and has a classic rock radio format. Their age demographic is ages 45-64 based on Statista.
2. **KYGO-FM - Rating 5.4 - Cume 412,300 - 30 Second Spot - \$194**
KYGO-FM is a commercial FM radio station that broadcasts country music in HD format. Their age demographic is 45+.
3. **KCFR-FM - Rating 5.2 - Cume 279,400 - 30 Second Spot - \$194**
KCFR-FM is a radio station in Denver, Colorado, which is owned and operated by Colorado Public Radio and simulcast to several AM and FM stations throughout the state. The signals from some of these stations also extend into eastern Utah and southern Wyoming. Their age demographic is 55 and older.
4. **KBCO-FM - Rating 5.0 - Cume 473,200 - 30 Second Spot - \$194**
KBCO (97.3 FM) is a Classic radio station licensed to Boulder, Colorado. Owned by iHeartMedia, it broadcasts an adult album alternative (AAA) format. KBCO's age demographic is 25-54
5. **KQMT-FM - Rating 4.8 - Cume 479,500 - 30 Second Spot - \$194**
KQMT (99.5 FM, "99.5 The Mountain") is a classic rock radio station serving Denver and is owned by Entercom Communications Corp. Its studios are located in the Denver Tech Center district, with its transmitter being located on Lookout Mountain near Golden. Their age demographic is also 25-64-year-olds.

Washington D.C.

6. **WAMU-FM - Rating 6.2 - Cume 1,099,600 - 30 Second Spot - \$396**
WAMU (88.5 FM) is a public news/talk NPR station that services the greater Washington, D.C.metropolitan area. It is owned by American University, and it's studios are located near the campus in northwest Washington. WAMU has been the primary National Public Radio member station for Washington since 2007. WAMU-FM's median age stands at age 55 via NPR's website.
7. **WMAL-FM - Rating 7.3 - Cume 336,000 - 30 Second Spot - \$396**
WMAL-FM is a radio station (105.9 FM) licensed to Woodbridge, Virginia. WMAL-FM is a republican news talk show that includes the likes of Ben Shapiro and Rush Limbaugh. The majority of their listeners are ages 54 and up.
8. **WMMJ-FM - Rating 6.7 - Cume 683,300 - 30 Second Spot - \$396**
WMMJ is an Oldies Urban Adult Contemporary radio station owned by Radio One in the Washington, D.C., market. It is co-owned with WKYS, WOL, WPRS-FM, and WYCB and has studios located in Silver Spring, Maryland. It is licensed to Bethesda, but its transmitter is located in Tenleytown. Ages 45 to 54 are the main demographic for WMMJ-FM.
9. **WASH-FM - Rating 6.2 - Cume 1,099,600 - 30 Second Spot - \$396**
WASH (97.1 MHz) is a radio station owned and operated by iHeartMedia and located in Washington, D.C. Known on-air as "WASH-FM," the station airs an adult contemporary radio format. The studios and offices are in Rockville, Maryland. This station's age demographic is adults ages 35 to 54.

Phoenix, AR

10. KESZ-FM - Rating 7.9 - Cume 1,223,300 - 30 Second Spot - \$168

KESZ (99.9 FM; "KEZ") is a mainstream adult contemporary radio station based in Phoenix, Arizona. The station is owned and operated by iHeartMedia. Its studios are located in Phoenix near Sky Harbor Airport and its transmitter is in South Mountain Park. KESZ's age demographic is adults 35 to 54.

11. KOOL-FM - Rating 7.1 - Cume 926,400 - 30 Second Spot - \$168

KOOL-FM is a commercial classic hits music radio station in Phoenix, Arizona, broadcasting on 94.5 FM. The station is owned by Entercom. The station features the hits of the late 1970s and the 1980s (as well as several hits from the 1990s) and is one of the top-performing stations in Phoenix with an age demographic of 45 to 54.

12. KYOT-FM - Rating 5.2 - Cume 966,500 - 30 Second Spot - \$168

KYOT (95.5 FM, "95.5 The Mountain") is a commercial adult hits music radio station located in Phoenix, Arizona, United States, broadcasting on 95.5 FM. Owned and operated by iHeartMedia, its studios are located in Phoenix near Sky Harbor Airport and its transmitter is in South Mountain Park. Their age demographic is 35 to 54.

13. KSLX-FM - Rating 5.2 - Cume 839,200 - 30 Second Spot - \$168

KSLX-FM is a Classic rock radio station serving the Phoenix, Arizona area. The Hubbard Broadcasting, Inc. outlet broadcasts at 100.7 MHz with an ERP of 100 kW and is licensed to Scottsdale, Arizona. KSLX simulcasts in digital HD Radio. Its studios are located on North 52nd Street west of Papago Park and its transmitter is in South Mountain Park. KSLX's most dominant age demographic is 45 to 64.

14. KZZP-FM - Rating 4.5 - Cume 700,600 - 30 Second Spot - \$168

KZZP (104.7 MHz, "104-7 KISS FM") is a commercial FM radio station licensed to Mesa, Arizona, and serving the Phoenix metropolitan area. The station airs a Mainstream Top 40/CHR radio format and is owned and operated by iHeartMedia. Studios and offices are on East Van Buren Street in Phoenix near Sky Harbor International Airport. KISS FM has an age demographic of 21 to 37.



Media Plan

Figure 20: Consumer Magazines Cost Efficiency

Magazine	Position	Frequency	Circulation	Paid Subscriptions	Age	Gender	Household Income	Color Rate(1ti/1 page)	CPM
US Weekly	Entertainment Lifestyle Celebrity Lens	Weekly	1,962,965	1,769,331	M-41.6 W-38.8	M-2,582 W-7,797	\$82,414	\$298,285	151.95
Men's Journal	Lifestyle Profiles on Travel, Gear, Entertainment, Automotive, Design, Style, Food, Health.	10x year	1,008,574	930,151	M-39.9 Adults : 42	M- 2,302 Adults:	\$2,289 (≥75K)	\$210,830	209.03
Condé Nast Traveler	Global Life Travel Lens Best Places to Stay, Eat, Work, Play	8x year	806,678	754,780	M-55.2 W-55.8	M-1,606 W-1,904	\$116,011	\$144,457.47	179.078
Cosmopolitan	Women: Relationships, Romance, Fashion, Beauty, Healthy, Well-being, Pop culture, Entertainment	Monthly	2,724,495	2,533,609	M-39.3 W-38.3	M- 1,740 W- 11,342	\$69,991	\$287,000	105.34
International Travel News	High frequency international traveler, devoted to overseas	Monthly	27,669	14,362	60+	N/A	\$65,000	B/W 1pg: \$1,877	67.84
Northwest Travel & Life	Travel, food, home and adventure in the NW.	Bi-monthly	40,000	40,000	N/A	N/A	N/A	\$4,803	120.08
Travel + Leisure	People, places and trends that define modern global culture. Features hotels, restaurants, shopping, nightlife, etc	Monthly	987,960	945,597	50	M-51% W-49%	\$98,377	\$184,800	187.05
National Geographic	Exploration, Adventure, People & Places of the World	Monthly	2,219,644	2,091,378	46.8	M-15,198 W- 13,228	76,161	190,135	85.66

Cable TV

Average National 30 Second Spot Cost: \$115,000

Average Primetime CPM 18+ 2019/2020, Upfront Ads:

\$36.19 per emarketer.com

Figure 21: Cable TV Channel Consideration

Demographic	18-24	35-54	75k+ HHI	1+ Child HH	Total Viewers: Primetime (.000)
Discovery	26%	37%	42%	33%	1272
Food Net.	29%	36%	46%	34%	964
Travel Ch.	30%	38%	46%	34%	N/A
TNT	27.9%	25.1%	15%	37.4%	2174
HGTV	22%	37%	54%	34%	1577
TLC	33%	36%	45%	36%	835

Information Retrieved from: nationaltvspots.com

Total Viewer Information Retrieved from: nielsen.com

Figure 22: DMA Market Universe

DMA	TV Homes (.000)
Seattle-Tacoma	1764
San Francisco-OAK	2365
San Diego	982
Phoenix	1880
Denver	1532
Chicago	3256
Nashville	983
New York	6824
Norfolk-Portsmouth	684
Washington D.C.	2352

Retrieved From: Nielsen

Tertiary Media

Our supporting or tertiary media is Outdoor. Within our three targeted DMAs, we have hand selected a multitude of billboards that are located in the cities and placed heading into the city. We will be running 28 billboards across the three DMAs. These billboards will be up for three-month time period during the campaign. We wanted to achieve frequency by placing a multitude of billboards within a confined area in each DMA.

Phoenix, AZ

Pricing: Phoenix-Mesa-Scottsdale, AZ (CBSA)

Digital Billboards: \$3,000-\$7,500 for a 4-week period

Bulletin Billboards: \$1,250-\$4,000 for a 4-week period

Transit: \$750 for a 4-week period

Total prices for 10 Billboards for a 3-month period:

Max. \$162,000

Min. \$58,500

Total impressions for 10 Billboards for a 3-month period: 34,222,419

Billboard #1

Panel #: 10042

Location: W/L I-10 500' N/O WASHINGTON ST

Impressions: 333,157 per week

Panel Size: 14'0" x 48'0"

Facing: N/ Right of Road

Type: Digital

Max. price for 4 weeks: \$7,500

Min. price for 4 weeks: \$3,000

Max. price for 3 months: \$22,500

Min. price for 3 months: \$9,000

Total Impressions for 1 month: 1,332,62

Total Impressions for 3 months: 3,997,884

Advertising Strengths: This digital panel is located on Interstate-10 immediately north of Sky Harbor Airport where traffic is highly congested. Commuters heading towards downtown and the airport will view this display. This location targets daily commuters to downtown as well as visitors to the Phoenix Metro area and its many attractions

Billboard #2

Panel #: 40001

Location: W/L 7th Ave S/O Jefferson St.

Impressions: 82,564 per week

Panel Size: 10'0" x 30'0"

Facing: North/Right

Type: Permanent Bulletin

Max. price for 4 weeks: \$4,000

Min. price for 4 weeks: \$1,250

Max. price for 3 months: \$12,000

Min. price for 3 months: \$3,750

Total Impressions for 1 month: 330,256

Total Impressions for 3 months: 990,768

Advertising Strengths: This panel is located on 7th Ave. just south of Jackson St. in Downtown Phoenix. It is walking distance from AZ Diamondbacks Ballpark (MLB), Phoenix Suns Arena (NBA), Phoenix Mercury Arena (WNBA) and various shopping and entertainment venues. This location targets visitors to downtown Phoenix and its high-profile attractions

Billboard #3

Panel #: 50077

Location: 40 ST E/L BTWN 1-10 & University 02-75N

Impressions per week: 45,084

Panel Size: 10'0" x 30'0"

Facing: North/Left

Type: Junior Bulletin/ Regular

Max. price for 4 weeks: \$4,000

Min. price for 4 weeks: \$1,250

Max. price for 3 months: \$12,000

Min. price for 3 months: \$3,750

Total Impressions for 1 month: 180,336

Total Impressions for 3 months: 541,008

Advertising Strengths: Lamar is proud to offer a newly built bulletin billboard on the heavily traveled portion of 40th Street. This strategically placed billboard targets Southbound traffic from University Dr. funneling directly towards the I-10 Freeway.

Billboard #5

Panel #: 50065

Location: BROADWAY N/L 1500' E/O 40TH ST (02-60E)

Impressions per week: 123,246

Panel Size: 10'0" x 30'0"

Facing: East/Right

Type: Junior Bulletin

Max. price for 4 weeks: \$4,000

Min. price for 4 weeks: \$1,250

Max. price for 3 months: \$12,000

Min. price for 3 months: \$3,750

Total Impressions for 1 month: 492,984

Total Impressions for 3 months: 1,478,952

Advertising Strengths: This unit captures Westbound traffic traveling on Broadway Road heading directly towards 40th Street.

Billboard #4

Panel #: 30049

Location: LOOP S/L 202 JST W/O 101(02-2E) (TV)

Impressions per week: 482,756

Panel Size: 15'3" x 49'3"

Facing: East/ Left

Type: Permanent Bulletin/Regular

Max. price for 4 weeks: \$7,500

Min. price for 4 weeks: \$3,000

Max. price for 3 months: \$22,500

Min. price for 3 months: \$9,000

Total Impressions for 1 month: 1,931,024

Total Impressions for 3 months: 5,793,072

Advertising Strengths: Positioned in the most sought-after area in Tempe where the 202 Fwy meets the Loop 101, this panel offers advertisers bumper to bumper traffic. Commuters coming from Scottsdale, Mesa & Chandler will pass this unit on their way towards Downtown Phoenix. This location targets high end traffic from Scottsdale as well as the hip & trendy 20 somethings heading towards the Tempe nightlife.

Billboard #6

Panel #: 50073

Location: WASHINGTON N/L 100' E/O 30TH ST (02-72E)

Impressions per week: 32,041

Panel Size: 10'0" x 30'0"

Facing: East/Right

Type: Junior Bulletin

Max. price for 4 weeks: \$4,000

Min. price for 4 weeks: \$1,250

Max. price for 3 months: \$12,000

Min. price for 3 months: \$3,750

Total Impressions for 1 month: 128,164

Total Impressions for 3 months: 384,492

Billboard #7

Panel #: 30054
Location: S/S I-10 1500' E/O 67TH AVE (SIGN #4)
Impressions per week: 729,511
Panel Size: 14'0" x 48'0"
Facing: East/ Left
Type: Permanent Bulletin/ Regular
Max. price for 4 weeks: \$4,000
Min. price for 4 weeks: \$1,250
Max. price for 3 months: \$12,000
Min. price for 3 months: \$3,750
Total Impressions for 1 month: 2,918,044
Total Impressions for 3 months: 8,754,132

Advertising Strengths: This panel is located on interstate 10, east of 67th. Ave. where traffic is highly congested. It is surrounded by a multitude of various shopping destinations. This location targets daily commuters and travelers leaving downtown Phoenix towards Avondale, Goodyear and California.

Billboard #9

Panel #: 10037
Location: S/S I-10 2500' E/O 67TH AVE (SIGN #6)
Impressions per week: 584,408
Panel Size: 14'0" x 48'0"
Facing: W/Right of Road
Type: Permanent Bulletin/ Digital
Max. price for 4 weeks: \$7,500
Min. price for 4 weeks: \$3,000
Max. price for 3 months: \$22,500
Min. price for 3 months: \$9,000
Total Impressions for 1 month: 2,342,032
Total Impressions for 3 months: 7,026,096

Advertising Strengths: This display is located on interstate 10, east of 67th. Ave. where traffic is highly congested. It is surrounded by a multitude of various shopping destinations. This location targets daily commuters heading towards downtown Phoenix's many attractions and travelers from California.

Billboard #8

Panel #: 50069
Location: 43 AVE W/L 2000' S/O CAMELBACK (02-64N)
Impressions per week: 73,517
Panel Size: 10'0" x 30'0"
Facing: North/Right
Type: Junior Bulletin
Max. price for 4 weeks: \$4,000
Min. price for 4 weeks: \$1,250
Max. price for 3 months: \$12,000
Min. price for 3 months: \$3,750
Total Impressions for 1 month: 294,071
Total Impression for 3 months: 882,215

Advertising Strengths: This newly built structure captures all south bound traffic on 43rd Avenue heading directly towards Indian School Road.

Billboard #10

Panel #: 10006
Location: I-17 E/L 1/2 MI S/O CACTUS (02-6S)
Impressions: 366,150
Panel Size: 14'0" x 48'0"
Facing: South / Right
Type: Digital
Max. price for 4 weeks: \$7,500
Min. price for 4 weeks: \$3,000
Max. price for 3 months: \$22,500
Min. price for 3 months: \$9,000
Total Impressions for 1 month: 1,464,600
Total Impressions for 3 months: 4,393,800

Advertising Strengths: This high profile right-hand read digital display captures Northbound I-17 traffic heading directly towards the 101 Freeway. Traffic along this stretch of the Freeway is often bumper to bumper during rush hour.

Tertiary Media

Denver, CO

Pricing: Denver-Aurora, CO (CBSA)

Digital Billboards: \$3,980 to \$11,980 for a 4-week period

Bulletin Billboards: \$2,980 to \$20,980 for a 4-week period

Total prices for 14 Billboards for a 3-month period:

Max. \$881,160

Min. \$125,160

Total impressions for 14 Billboards for a 3-month period: 30,899,836

Billboard #1

Panel #: 10092

Location: 4615 E Colfax Ave 50' E/O CHERRY NS EF

Impressions per week: 137,313

Panel Size: 14'0" x 48'0"

Facing: East/Right

Type: Permanent Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 549,252

Total Impressions for 3 months: 1,647,756

Advertising Strengths: Located in a high-density retail area along Colfax Ave/Hwy 40. Targets commuter traffic from Aurora, Stapleton, Park Hill and I-225 heading west towards the Anschutz Medical Center and downtown Denver.

Billboard #2

Panel #: 10151

Location: 5149 N LEETSDALE DR 50' W W/O FOREST NS WF

Impressions per week: 149,330

Panel Size: 14'0" x 48'0"

Facing: West/ Left

Type: Permanent Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 597,320

Total Impressions for 3 months: 1,791,960

Advertising Strengths: Panel captures consumers from affluent Cherry Creek and Denver travelling southeast on the main commuter route, past nightlife and retail towards southeast Denver, Aurora and Parker.

Billboard #3

Panel #: 10043

Location: 1630 N FEDERAL BL 300' N/O COLFAX ES NF

Impressions per week: 89,543

Panel Size: 14'0" x 48'0"

Facing: North/ Left

Type: Permanent Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 358,172

Total Impressions for 3 months: 1,074,516

Advertising Strengths: Located at the main entrance to Mile High Stadium, home of the Denver Broncos. Captures traffic from the Highlands neighborhood heading south towards Colfax and 6th Ave/ Hwy 6. This is a major artery to and from downtown.

Billboard #5

Panel #:10160

Location: 1243 W ALAMEDA AVE 200' W/O LIPAN NS WF

Impressions per week: 104,595

Panel Size: 14'0" x 48'0"

Facing: Permanent Bulletin

Type: Junior Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 418,380

Total Impressions for 3 months: 1,255,140

Advertising Strengths: Targets consumers from the western suburbs of Golden, Wheatridge and Lakewood, driving east towards I-25 and Denver.

Billboard #4

Panel #: 10105

Location: 1155 W 6th 100' S/O 6TH AVE SS WF

Impressions per week: 272,766

Panel Size: 10'0" x 24'0"

Facing: West/ Right

Type: Junior Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 1,091,064

Total Impressions for 3 months: 3,273,192

Advertising Strengths: Located on the 6th Ave/Hwy 6 expressway, this panel catches traffic heading east into downtown Denver and toward major medical centers, from I-25 and the western suburbs of Golden and Lakewood.

Billboard #6

Panel #:24656

Location: I-76 .25 MI E/O HWY 85 (EXIT #12) NS WF

Impressions per week: 79,465

Panel Size: 14'0" x 48'0"

Facing: Permanent Bulletin

Type: Junior Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 317,860

Total Impressions for 3 months: 953,580

Advertising Strengths: Located on the main northeast commuter route from Denver towards Brighton and the northeastern suburbs. Captures commuter and interstate traffic near major retail developments.

Billboard #7

Panel #:10056

Location: 3490 W COLFAX AVE AT KING ST SS EF

Impressions per week: 110,858

Panel Size: 14'0" x 48'0"

Facing: Permanent Bulletin

Type: Junior Bulletin

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 443,432

Total Impressions for 3 months: 1,330,296

Advertising Strengths: Captures traffic from I-25 and downtown Denver driving west, past high density retail and car dealerships, towards the western suburbs of Lakewood and Golden.

Billboard #9

Panel #:10107

Location: 940 E 18TH AVE 400' W/O DOWNING ST SS EF

Impressions per week: 129,853

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: East / Left

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 519,412

Total Impressions for 3 months: 1,558,236

Advertising Strengths: Catches consumers heading west into downtown Denver from the nearby neighborhoods of Capitol Hill and Uptown. Located next to major medical centers and one block away from trendy restaurant row.

Billboard #8

Panel #:24651

Location: I-76 600' N/O 88TH AV SS EF

Impressions per week: 244,595

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: East / Left

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 978,380

Total Impressions for 3 months: 2,935,140

Advertising Strengths: Targets westbound drivers along the main interstate and commuter route to Denver and Denver International Airport. Also captures year-round traffic to and from the Mile High Flea Market and residents from the northern communities of Thornton, Brighton and Commerce City.

Billboard #10

Panel #:10232

Location: 2100 MARKET STREET AT 21ST STREET ES NF

Impressions per week: 69,886

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: North / Left

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 279,544

Total Impressions for 3 months: 838,632

Advertising Strengths: Located one block away from Coors Field in the heart of Lower Downtown Denver, in Denver's most popular entertainment district near dining and nightlife.

Billboard #11

Panel #:10168

Location: 7440 E COLFAX AVE 50' W/O ROSLYN SS EF

Impressions per week: 125,690

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: East / Left

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 502,760

Total Impressions for 3 months: 1,508,280

Advertising Strengths: Located in a high-density retail area along Colfax Ave/Hwy 40. Targets commuter traffic from Aurora, Stapleton, Park Hill and I-225 heading west towards the Anschutz Medical Center and downtown Denver.

Billboard #13

Panel #:10084

Location: 490 N LINCOLN ST 300' S/O 6TH AVE ES SF

Impressions per week: 269,488

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: South / Left

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 1,077,952

Total Impressions for 3 months: 3,233,856

Advertising Strengths: Located at the major intersection of Lincoln, Speer and 6th Ave where east, west and south traffic converge into downtown Denver. This is a major commuter route heading north into downtown and the area of Golden Triangle from Englewood and the southern suburbs, near high density retail and nightlife establishments.

Billboard #12

Panel #:10046

Location: I-25 AT 19TH & BRYANT 200'W/O I-25 WS SF

Impressions per week: 675,301

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: South / Left

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 2,701,204

Total Impressions for 3 months: 8,103,612

Advertising Strengths: Reads from I-25 North, catching northbound commuter and interstate traffic on the major North/South artery through Denver. Premium location just south of Lower Downtown Denver and adjacent to Sports Authority Field at Mile High Stadium (Home of the Denver Broncos).

Billboard #14

Panel #:10091

Location: 490 N LINCOLN ST 300' S/O 6TH AVE ES SF

Impressions per week: 152,154

Panel Size: 14'0" x 48'0"

Type: Permanent Bulletin / Regular

Facing: West / Right

Max price for 4 weeks: \$20,980

Min. price for 4 weeks: \$2,980

Max. price for 3 months: \$62,940

Min. price for 3 months: \$8,940

Total Impressions for 1 month: 608,616

Total Impressions for 3 months: 2,434,464

Tertiary Media

Washington D.C.

Pricing: Washington-Arlington-Alexandria. DC-VA-MD-WV (CBSA)

Posters: \$500 to \$2,410 for a 4-week period

Bulletin Billboards: \$725 to \$8,180 for a 4-week period

Total prices for 4 Billboards for a 3-month period:

Max. \$98,160

Min. \$8,700

Total impressions for 4 Billboards for a 3-month period: 2,646,084

Billboard #1

Panel #:4001

Location: 901 Ellsworth Dr at Fenton St. Silver Spring, MD

Impressions per week: 38,185

Panel Size: 14'0" x 23'0"

Facing: East/ Right

Type: Permanent Bulletin/ Digital

Max price for 4 weeks: \$8,180

Min. price for 4 weeks: \$725

Max. price for 3 months: \$24,540

Min. price for 3 months: \$2,175

Total Impressions for 1 month:152,740

Total Impressions for 3 months: 458,220

Advertising Strengths: This beautiful digital display bulletin is located in the heart of the Silver Spring Arts & Entertainment district and only feet from the Regal IMAX Theater, Veterans Plaza which hosts weekly farmers markets & civic events, Whole Foods Market, the Public Library, many restaurants, and the Metro Station. This unit reaches the upscale, diverse urban D.C. resident.

Billboard #2

Panel #:4000

Location: 8661 Colesville Rd. at Fenton St., Silver Spring, MD

Impressions per week: 72,470

Panel Size: 16'0" x 21'0"

Facing: North/ Left

Type: Permanent Bulletin/ Digital

Max price for 4 weeks: \$8,180

Min. price for 4 weeks: \$725

Max. price for 3 months: \$24,540

Min. price for 3 months: \$2,175

Total Impressions for 1 month: 289,880

Total Impressions for 3 months: 869,640

Advertising Strengths:

This beautiful digital display bulletin is located only 6 miles north of the White House along State Route 29 (Colesville Rd.). It is in the heart of Silver Spring's Arts and Entertainment district. It reaches the affluent diverse urban Metro DC resident looking to recreate as well as commuters heading into Downtown D.C. from all points north. Also located only 2 blocks from the Metro Station.

Billboard #3

Panel #:50465

Location: 8661 Colesville Rd. at Fenton St., Silver Spring, MD

Impressions per week: 72,470

Panel Size: 16'0" x 21'0"

Facing: North/ Left

Type: Permanent Bulletin/ Digital

Max price for 4 weeks: \$8,180

Min. price for 4 weeks: \$725

Max. price for 3 months: \$24,540

Min. price for 3 months: \$2,175

Total Impressions for 1 month: 289,880

Total Impressions for 3 months: 869,640

Advertising Strengths: This board is located on the east side of Manassas, Virginia in Prince William County. It is in a major bedroom community of the DC MSA. Located along heavily traveled Route 28 (Centreville Road) amongst residential, and shopping. It is located close to Interstate 66 as well as the Manassas National Battlefield Park.

Billboard #4

Panel #:50476

Location: E/S BUSINESS RT. 234 100' S/O MANASSAS CL

Impressions per week: 37,382

Panel Size: 10'0" x 40'0"

Facing: South / Right

Type: Permanent Bulletin/ Regular

Max price for 4 weeks: \$8,180

Min. price for 4 weeks: \$725

Max. price for 3 months: \$24,540

Min. price for 3 months: \$2,175

Total Impressions for 1 month: 149,528

Total Impressions for 3 months: 448,584

Advertising Strengths: This bulletin is located on heavily traveled Business Rt. 234 in the City of Manassas, VA, a bedroom community of Washington DC in Northern Virginia. It is located near the Prince William County Fairgrounds and the Manassas Regional Airport. Situated amongst residential and businesses. (No Top Outs or Extensions)

Grand Totals

Total prices for all 28

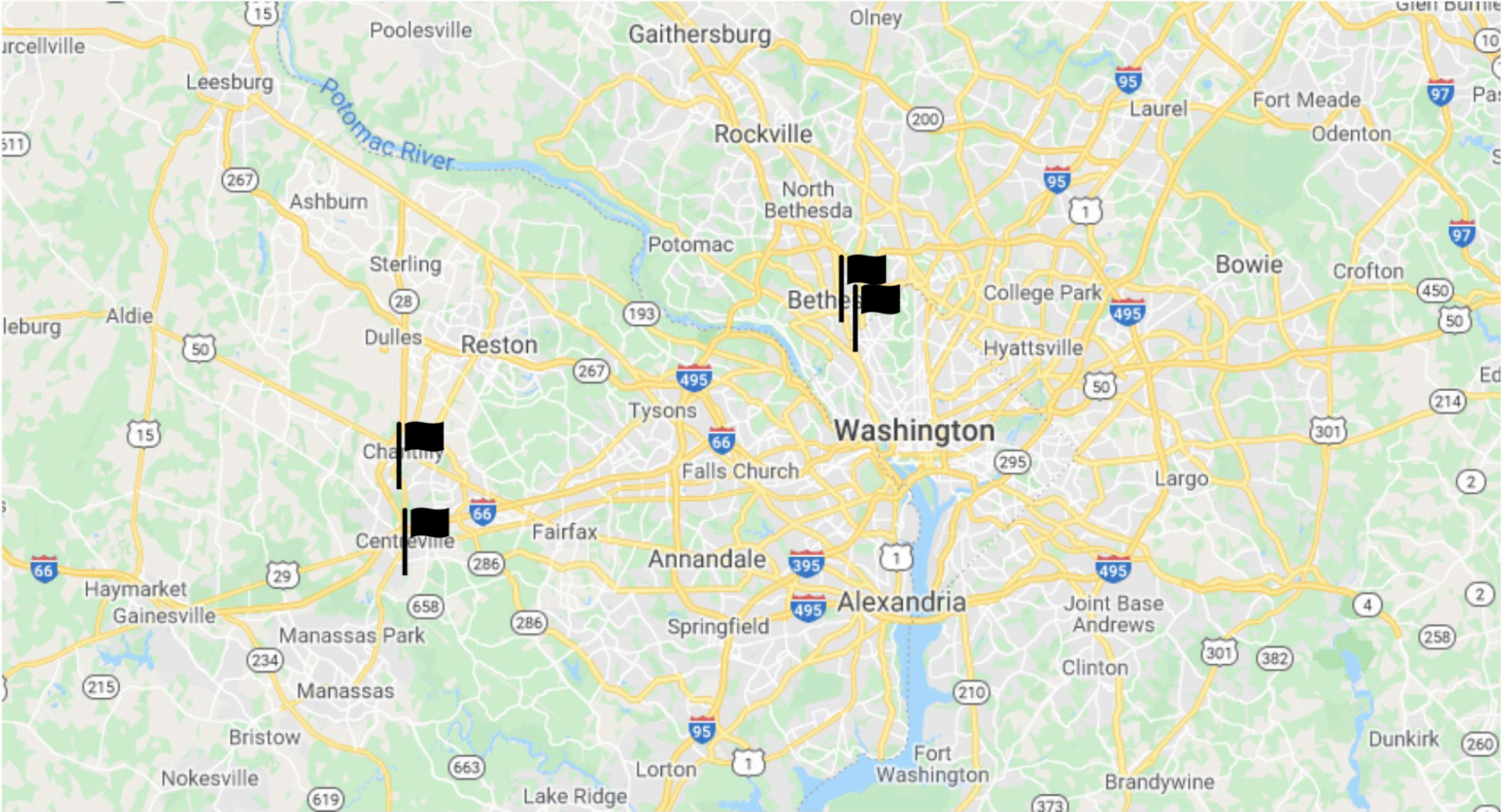
Billboards for a 3-month period: Max. \$1,141,320

Total impressions for all 28

Billboards for a 3-month period: 67,768,339

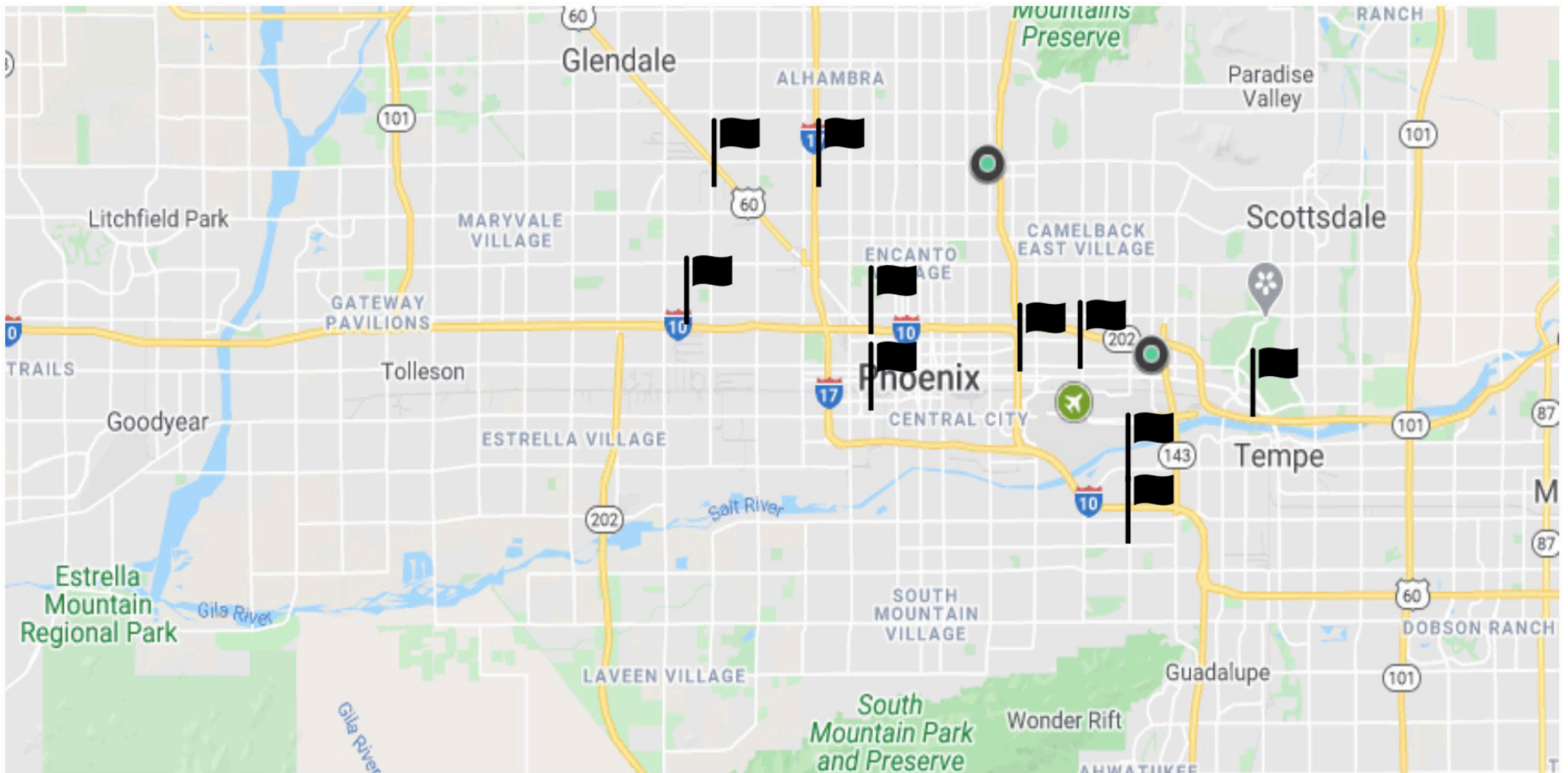
Washington D.C.

Figure 37: Washington D.C. DMA



Phoenix, Arizona

Figure 38: Phoenix, Arizona DMA



Denver, Colorado

Figure 39: Denver Zoo. DMA

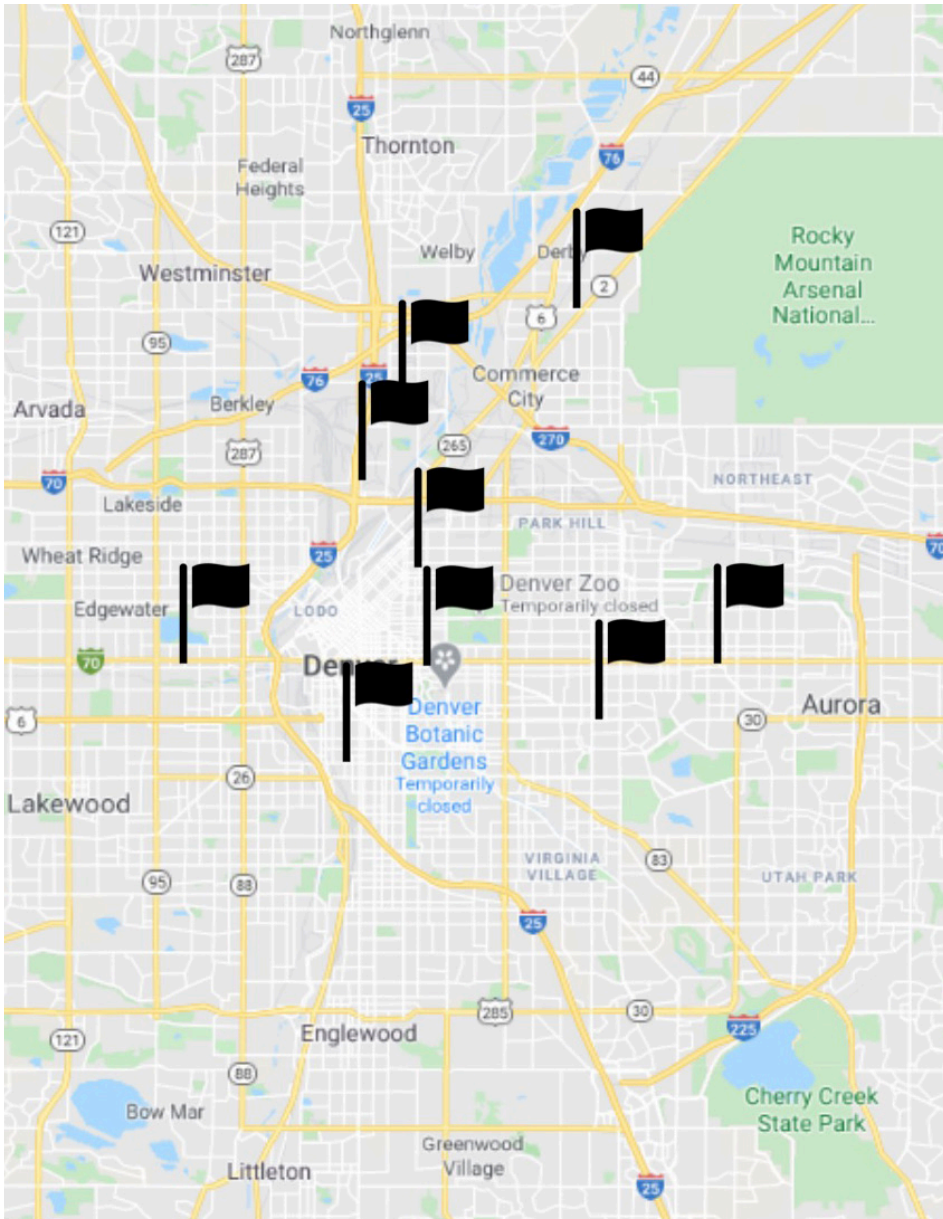
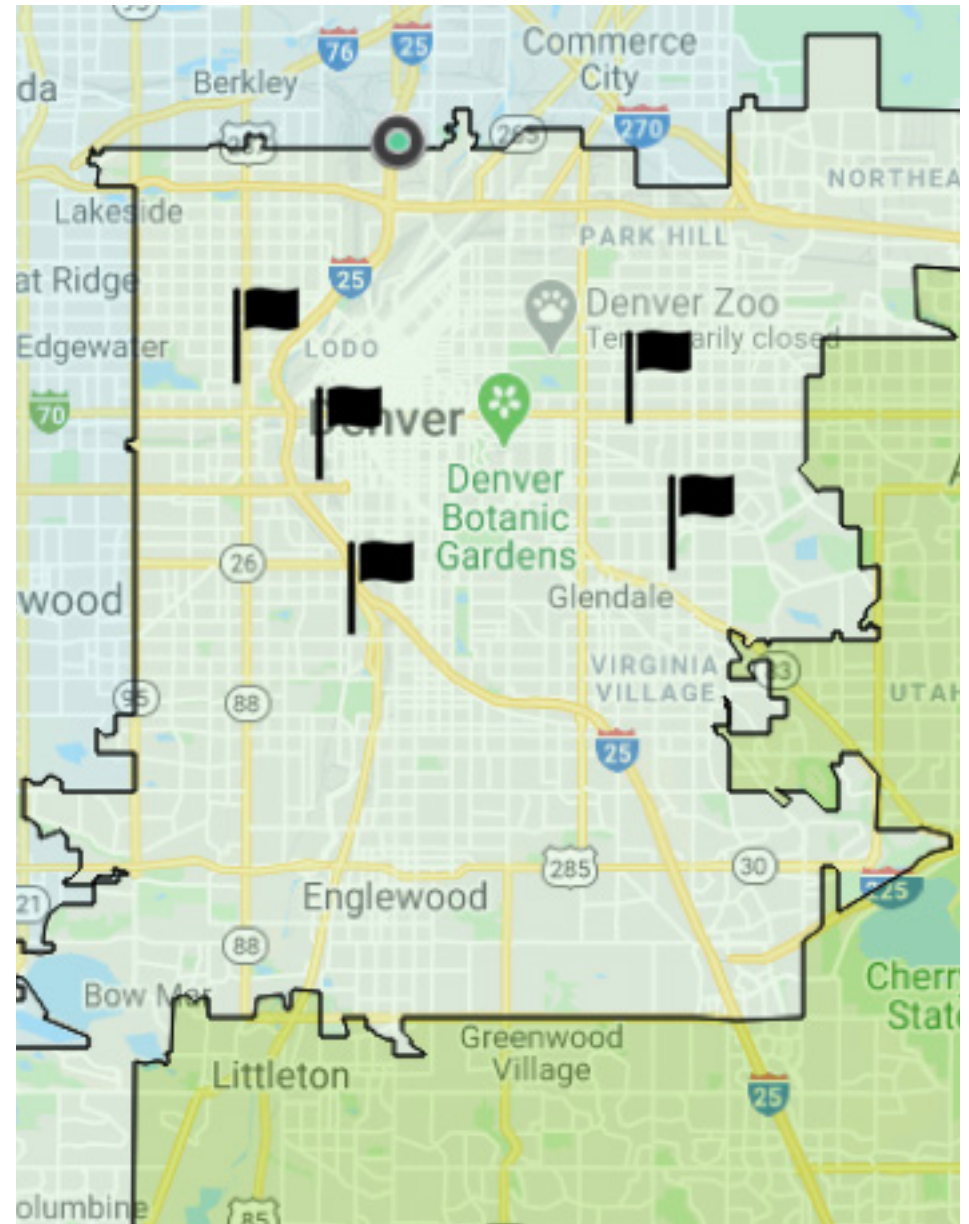


Figure 40: Denver Botanic Garden DMA



Cost Efficiency Analysis

To determine what mediums would work best for the Kayak.com branding campaign, an extensive cost efficiency analysis was completed. Kreml Agency determined the best magazines and newspapers that connect to the target audience recommendation on both a national scale as well as locally published print media.

Magazines, while they can be an effective medium to advertise on, was determined to not be useful in this campaign. Nationally published magazines such as US Weekly, Cosmopolitan, and Mens Journal did have a higher circulation rate. However, for magazines on this popular scale, to pinpoint readers that are kayak.com users or travel enthusiasts is much more difficult. For the CPM cost for simply achieving the target audience these magazines were determined to not be successful.

More target travel magazines such as Conde Naste Traveler, National Geographic, and Travel + Leisure were also analyzed for this campaign. The percentage of Kayak.com users receiving these magazine subscription magazines was much higher, however the targeted CPM was too high for this medium to be successful in this campaign.

While targeting three main DMAs within the United States, local magazines within each magazine were also researched and analyzed. For example, AAA Visa Travel in Phoenix, Arizona, had a low circulation rate for the market that it was located within.

Another medium Kreml Agency looked into was utilizing the more traditional print media, newspapers. The Washington Times, The Beacon, the Phoenix Times and the Los Angeles times. In addition to the circulation being too low in these areas, the corresponding media quintiles did not support this medium enough for it to be pursued. If this were to be pursued in the future, turning to digital forms of these magazines would be more beneficial.



Figure 23: US Weekly Magazine - National

US Weekly Magazine: National									
Circulation	B&W Page Rate per Size (1ti)				Color Page Rate per Size (1ti)				Cover Rate
1,962,965	1	⅓	½	⅙	1	⅓	½	⅙	2nd Cover
559,445	\$268,465	\$214,770	\$161,090	\$107,395	\$298,285	\$238,640	\$178,975	\$119,325	\$328,120
	CPM				CPM				CPM
	\$136.77	\$109.41	\$82.06	\$54.70	\$151.96	\$121.57	\$91.18	\$60.79	\$167.16
	Target CPM				Target CPM				CPM
	\$479.88	383.90	287.95	191.97	\$483.94	426.57	319.92	213.30	586.51

Figure 24: Conde Naste Traveler - National

Conde Naste Traveler: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
806,678	1	⅓	½	⅙	1	⅓	½	⅙	2nd cover
229,903	n/a	n/a	n/a	n/a	144,457.47	n/a	\$93,878.64	\$57,753.87	\$173,344.80
	CPM				CPM				CPM
	n/a	n/a	n/a	n/a	\$179.08	n/a	\$116.377	\$71.59	\$214.89
	Target CPM				Target CPM				Target CPM
n/a	n/a	n/a	n/a	628.34	n/a	408.33	251.21	753.99	

Figure 25: Cosmopolitan - National

Cosmopolitan: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
2,724,495	1	⅓	½	⅙	1	⅓	½	⅙	2nd cover
776,482	\$229,600	\$172,200	\$155,000	\$114,800	\$287,000	\$215,000	\$194,000	\$144,000	\$366,000
	CPM				CPM				CPM
	\$84.27	\$63.20	\$56.89	\$42.14	\$105.34	\$78.91	\$71.21	\$52.85	\$134.34
	Target CPM				Target CPM				Target CPM
	\$295.69	\$221.77	\$199.62	\$147.85	\$369.62	\$276.89	\$249.84	\$185.45	\$471.36

Figure 26: International Travel News - National

International Travel News: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
27,669	1	⅓	½	⅙	1	⅓	½	⅙	2nd Cover
7,885	\$1,877	\$1,371	\$1,041	\$702	n/a	n/a	n/a	n/a	n/a
	CPM				CPM				CPM
	\$67.84	\$49.55	\$37.62	\$25.37	n/a	n/a	n/a	n/a	n/a
	Target CPM				Target CPM				Target CPM
	238.05	173.89	132.02	89.03	n/a	n/a	n/a	n/a	n/a

Figure 27: Men's Journal - National

Men's Journal: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
1,008,574	1	⅓	½	⅙	1	⅓	½	⅙	2nd Cover
287,443	\$188,975	\$151,170	\$113,400	\$75,600	\$210,830	\$168,000	\$126,000	\$84,005	\$230,995
	CPM				CPM				CPM
	\$187.37	\$49.88	\$112.44	\$74.96	\$209.04	\$166.57	\$124.93	\$83.29	\$229.03
	Target CPM				Target CPM				Target CPM
	\$645.43	\$525.91	\$394.51	\$263.017	\$733.47	\$584.46	\$438.35	\$292.25	\$803.62

Figure 28: National Geographic - National

National Geographic: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
2,219,644	1	½	¼	¼	1	½	¼	¼	4th Cover
632,598	\$153,920	\$85,470	\$43,640	\$22,819	\$190,135	\$119,594	61,796	n/a	\$224,359
	CPM				CPM				CPM
	69.34	38.51	19.66	10.28	85.66	53.87	27.84	n/a	101.08
	Target CPM				Target CPM				Target CPM
	243.31	135.11	68.99	36.07	300.56	189.05	97.69	n/a	354.66

Figure 29: Northwest Travel & Life - National

Northwest Travel & Life: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
40,000	1	¾	½	¼	1	¾	½	¼	2nd Cover
11,400	n/a	n/a	n/a	n/a	\$4,803	\$3,405	\$2,974	\$1,998	\$5,678
	CPM				CPM				CPM
	n/a	n/a	n/a	n/a	\$120.08	\$85.13	\$74.35	\$49.95	\$141.95
	Target CPM				Target CPM				Target CPM
	n/a	n/a	n/a	n/a	\$421.32	\$298.68	\$260.88	\$175.26	\$498.07

Figure 30: Travel + Leisure - National

Travel + Leisure: National									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
987,960	1	¾	½	¼	1	¾	½	¼	2nd Cover
273,018	125,700	100,600	75,500	50,300	184,800	147,900	110,900	74,000	240,300
	CPM				CPM				CPM
	\$127.23	\$101.83	\$76.42	\$50.91	\$187.05	\$149.70	\$112.25	\$74.90	\$243.23
	Target CPM				Target CPM				Target CPM
	460.41	368.47	276.54	184.24	676.88	541.72	406.20	2271.04	880.16

Figure 31: The Beacon - Washington D.C. DMA

The Beacon: Washington D.C DMA									
Circulation	B&W Page Rate (1ti) (Volume discounts 3x)				Color Rate (1ti)				Cover Rate
101,000	1	½	¼	¼	1	½	¼	¼	2nd Cover
28,785	\$4,507.00	\$2,378.00	\$1,638	\$1,260.00	\$4,907.00	\$2,578.00	\$1,638	\$1,260.00	n/a
	CPM				CPM				CPM
	\$44.62	\$23.54	\$16.22	\$12.48	\$48.58	\$25.52	\$16.22	\$12.48	n/a
	Target CPM				Target CPM				Target CPM
	\$156.57	\$82.61	\$56.90	43.77	170.47	89.56	56.90	43.77	n/a

Figure 32: AAA Via Arizona - Phoenix, AZ DMA

AAA Via Arizona: Phoenix, AZ DMA									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
537,000	1	¾	½	¼	1	¾	½	¼	2nd Cover
153,045	\$33,760	\$25,280	\$19,970	\$13,510	\$42,850	\$31,620	\$24,840	\$16,930	n/a
	CPM				CPM				CPM
	62.87	47.07	37.19	25.16	79.80	58.88	46.26	31.53	n/a
	Target CPM				Target CPM				Target CPM
	220.59	165.18	130.48	88.27	279.98	206.61	162.31	110.62	n/a

Figure 33: Colorado Spring Style - Denver, CO DMA

Colorado Springs Style: Denver, CO DMA									
Circulation	B&W Page Rate (1ti)				Color Rate (1ti)				Cover Rate
20,000	½	¼	¼	¼	1	¾	½	¼	2nd Cover
5700	\$1,280	\$885	\$713	\$491	\$2,625	\$2,100	\$1,706	\$1,180	\$3,200
	CPM				CPM				CPM
	64	44.25	35.65	24.55	131.25	105	85.3	59	160
	Target CPM				Target CPM				Target CPM

News Paper

Newspaper: 314

Weekly Target Cum: 429,707

Figure 34: Los Angeles Times

Los Angeles Times											
Circulation			B&W Page Rate (1ti)								
Mon-Fri	Sat	Sun	Mon-Wed			Thu-Sat			Sun		
432,260	440,623	655,276	1	½	¼	1	½	¼	1	½	¼
			\$27,090	\$13,230	\$6,615	\$28,783	\$14,057	\$7,028	\$33,863	\$16,538	\$8,269
CPM											
			\$62.67	\$30.61	\$15.30	\$65.32	\$31.90	\$15.95	\$51.68	\$25.24	\$12.62
Target CPM											
123,194	125,577	186,753	\$219.90	\$107.39	\$63.70	\$229.21	\$111.94	\$55.96	\$181.33	\$88.56	\$44.28

Figure 35: The Washington Times

The Washington Times: Washington, DC						
Circulation	B&W Page Rate (1ti)			Color Page Rate (1ti)		
Mon-Fri	Mon-Fri			Mon-Fri		
59,185	1	½	¼	1	½	¼
	\$10,000	\$5,000	\$2,500	\$11,500	\$6,500	\$4,000
CPM						
	\$168.96	\$84.48	\$42.24	\$194.3	\$109.82	\$67.58
Target CPM						
16,867	\$592.87	\$296.44	\$148.22	\$681.80	\$385.37	\$237.15

Figure 36: Phoenix New Times

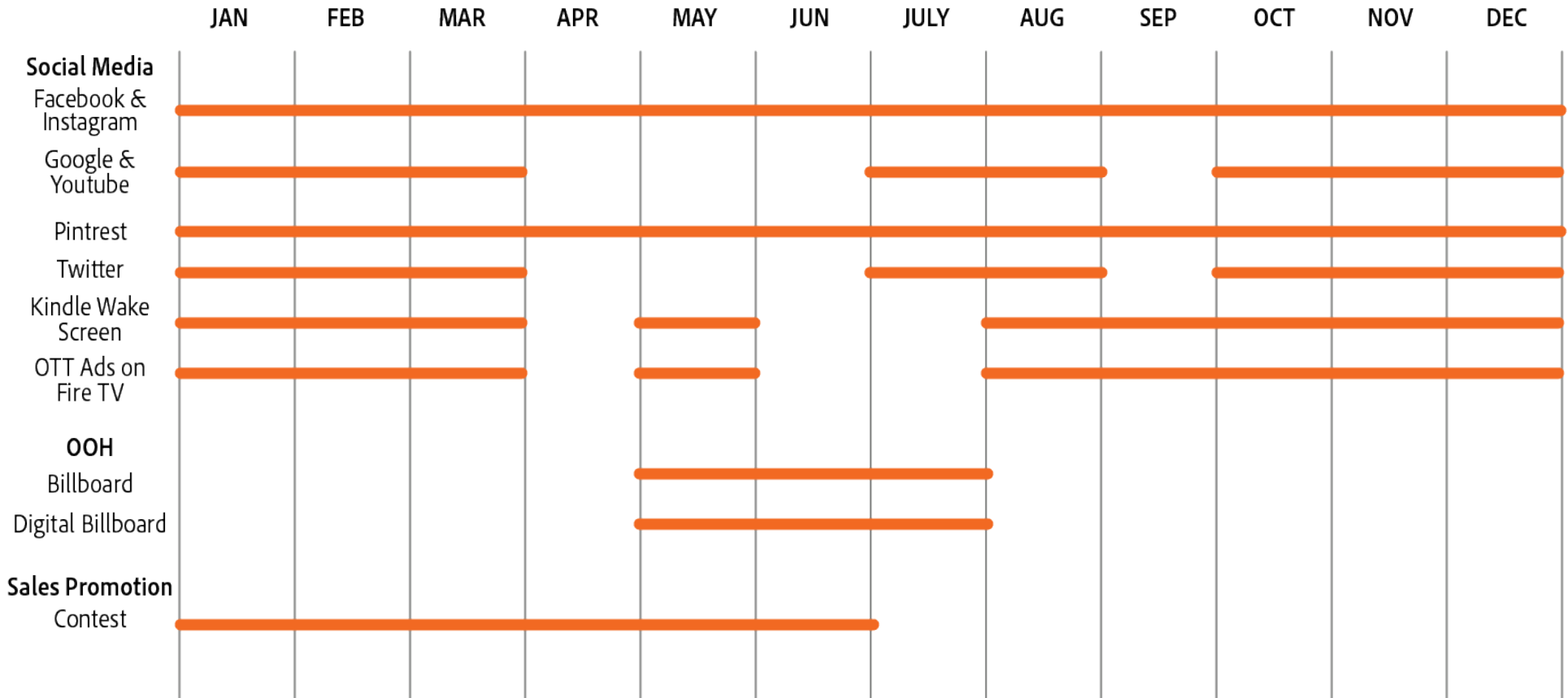
Phoenix New Times: Phoenix Arizona								
Circulation	B&W Page Rate (1ti)				Color Page Rate (1ti)			
Weekly-T hrs	Mon-Fri				Mon-Fri			
36,354	1	¼	½	¼	1	¼	½	¼
	\$4,107	\$3,057	\$2,140	\$1,416	\$5,007	\$3,957	\$3,040	\$2,316
CPM								
	\$112.97	\$84.09	\$58.86	\$38.95	\$137.73	\$108.85	\$83.62	\$63.71
Target CPM								
10,360								
396.43	\$295.08	\$206.56	\$136.68	\$483.30	\$381.95	\$293.44	\$223.56	

Media Buying Plan					
Medias	Medium	Reach	Low CPM	High CPM	Impressions
Social Media (Primary)	Facebook	5,800,000-15,400,000	\$10.34	\$3.89	69,632,495 - 185,089,974
	Instagram	5,800,000-15,400,000	\$10.34	\$3.89	69,632,495 - 185,089,974
	Pinterest	13.8M-15.1M	\$2.17	\$1.98	331,797,235 - 363,636,363
	Twitter	14.0M-17.1M	\$2.14	\$1.75	224,299,065-274,285,714
	Youtube	870,000-4,900,000	\$34.48	\$6.12	27,842,227 - 156,862,745
Amazon (Secondary)	Kindle Wake Screen	25,000,000	\$8	\$18	N/A
	OTT Ads on Fire TV	43,478,260	\$23	\$35	N/A
OOH (Tertiary)	Billboard	N/A	13,80	\$18.34	67,08339
	Digital Billboard	N/A	13,80	\$18.34	67,08339

The Krempl Agency will utilize Social Media as its primary method of targeting 25-44 year olds. With millions of potential reach for the target audience, at a relatively low CPM this will be an excellent way of getting further exposure and more brand awareness. For the secondary media, Krempl Agency recommends utilizing the vast network that Amazon has to offer. Specifically, placing advertisements on Amazon's Kindle Wake Screen and using Over the Top advertising through their Kindle Fire stick. These capabilities will help manage and increase reach and frequency of Kayak.com.

As a supplementary media, the Out of Home (OOH) method will be used in the form of Billboards. Both digital and bulletin. Outdoor billboards will be placed in areas of high traffic to drive impressions. This includes billboards on large highways and near major international airports.

Media Flowchart Jan 2021 - Dec 2021



This media flowchart follows the months that the Transportation Security Administration (TSA) marks as the highest travel times in the year. Additionally, Mintel Holiday Travel Report from 2019 reported that Online Travel Agencies in the market now are utilizing a two peak advertising spend. Due to this, Kremp Agency suggests front loading the campaign in the beginning of the year, kicking off with the National Plan for Vacation Day. This will encourage people to think about the vacation days they have and influence the vacation planners to schedule Spring Break which typically starts at the end of February to March. Memorial Day. The second wave of the campaign will begin when the promotional contest ends. The promotional contest will run in the first 6 months of the campaign, to ensure that the promotional content generated from the contest could be used in the following end of the year advertisements. The next major holiday that increases travel is Labor Day in September which leads into the holiday season. Using content from the contest will help connect consumers to Kayak.com. Whether people decide to take a last minute trip, or need to plan an extra activity, advertising will shift them to Kayak.com as their Online Travel Agency of choice.



Creative & Promotion

Positioning Statment

Creative Objectives

Explanation of Creative Strategy

Creative Brief

Tactics

Recommended Meidums

Sales Promotion

Creative Plan

Positioning Statement

To all frequent middle-aged travelers, Kayak.com is the most intuitive full-service OTA that delivers an effortless booking experience so that your planning is as stress free as your vacation.

Creative Objective

To establish Kayak as the simplest OTA to use for middle-aged frequent travelers.

Explanation of Creative Strategy

Krempl Agency's creative team developed this strategy around our target audience, men and women ages 25-44 interested in vacation and travel. We aim to improve our brand awareness as a simple and comprehensive OTA platform. Currently Kayak is looked at as a bottom-tier OTA. We chose this direction because we found ease-of-use to be the most effective way to differentiate from our competitors. We will put this strategy into action through our following displays as seen below.

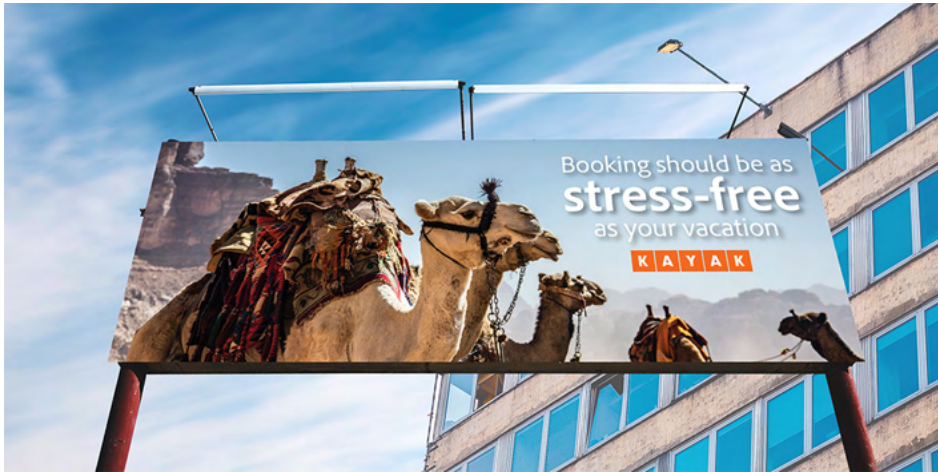
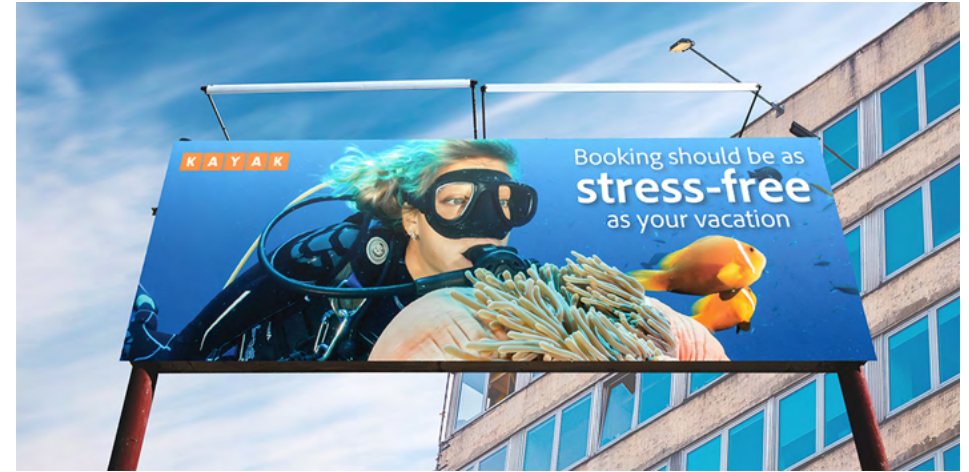
Creative Brief

We are selling the brand Kayak. Our campaign will portray Kayak.com and the lifestyle it enables as Stress-free. The message is directed at frequent travelers aged 25-44. This demographic is traveling more than any other. Because they are already online and booking their travels, it will be easiest to convert this group to using Kayak.com as opposed to getting those who do not travel to start traveling. The obstacle that we will have to overcome is standing out in a saturated market. We will propel this change by frequently getting ads that are in front of our target audience that portray Kayak.com and the lifestyle it enables as Stress-free, our audience will begin to associate a stress-free travel experience with Kayak.com. All of the content for our ads will be user-generated from customers who have enjoyed traveling while using Kayak.com. This will provide us with credibility and show that real customers have experienced the stress-free lifestyle that we are advertising.

Tactics

- Outdoor & Digital Billboards
- Social Media
- Amazon Platforms

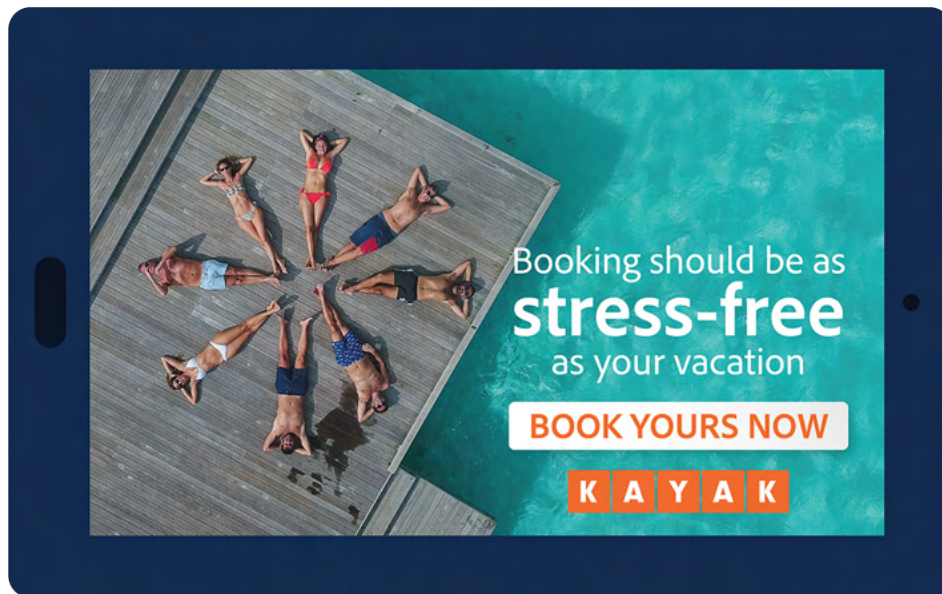
Outdoor Billboards



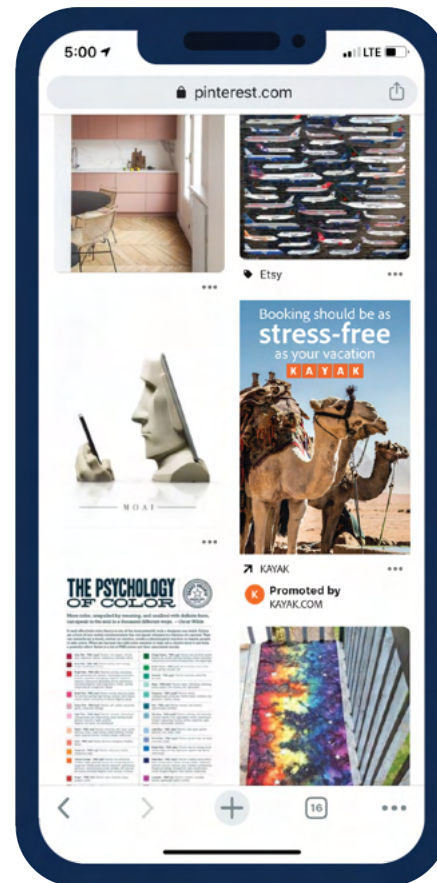
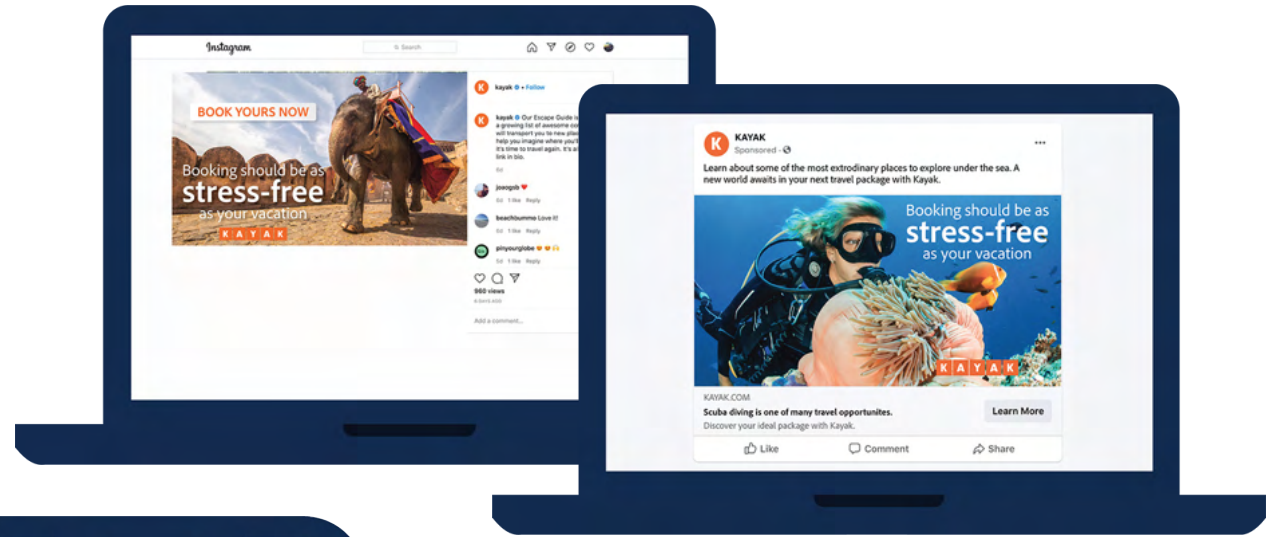
These billboards will be displayed throughout the Phoenix, Denver and Washington D.C. DMAs. The visuals are meant to first catch the eye and further stimulate our target audience to seek out new travel experiences. The messaging then suggests to the consumer a stress-free channel to get there, this of course being Kayak.com

Amazon Platforms

Advertising on the Kindle Wake Screen and Fire TV will provide an intimate platform to reach our target audience. Those who utilize these Amazon platforms fit hand-in-hand with our campaign target.



Social Media



Our social media accounts will feature the stress free messaging throughout various posts on each platform. Posts will contain the visual advertisements and a description attaching various links such as travel tips and various activities to explore. These posts will engage our audience bringing them one step closer to the point-of-purchase.

For example, in the post with the scuba diver admiring the clownfish, the description would include the following; Learn about some of the most extraordinary places to explore under the sea. A new world awaits in your next Kayak travel package.

Sales Promotion

User Generated Content

The main technique for the sales promotion will be a video competition. This will encourage Kayak users to record and share their experience with Kayak.com. The UGC contest will start at the beginning of the campaign, and the winner will be announced six months later. The idea is to provide real video from real users to share. This will encourage viral engagement, substantial word-of-mouth marketing and organic content development.

Our plan is to use the power of social media to help our audience create our advertising for us. This will significantly reduce production costs for advertising and provide us with customer testimonials simultaneously. Our campaign will begin with an online contest encouraging participants to submit self-filmed videos from vacations they have booked with Kayak.com. The best video will win some sort of travel related prize. Additionally, we will specify in the submission guidelines that we have the rights to any video submitted. We can then simply use all of the videos submitted to create our TV ads, Instagram, Twitter, and Facebook ads.

Anyone can participate in the contest as long as they have or plan to book a trip using the Kayak.com site. The clips must be taken on their phone and have a certain level of picture quality before submitted. Additionally, participants must include a clip of them using the site before going on their trip. Each submission must be 30sec- 1 minute long and by submitting content means that each participant is allowing Kayak.com to use all content in future advertising or promotional activities. Contestants must post video through social media.

Multiple companies have been successful with their user generated content competitions. Some competitions include Starbucks who did a decorative cup competition, Bing who did a jingle competition, and GoPro Awards who did a video competition with users.

Once the winners of the competition are announced, Kayak.com will be able to use the content for the remainder of the campaign.

Loyalty Program

Research shows that when asked what site consumers would book their travel on, a large percentage of our target audience indicated that they preferred to use an airline or hotel chain that they were a member of their loyalty/ reward program.

Krempl Agency suggests creating a similar program for consumers to use on Kayak.com. This loyalty program will begin when consumers sign up for an account on Kayak.com. When booking through the site, customers will be given points based on their reservations. When booking a weekend getaway the user can get additional points if they book their car rental, hotel, restaurant reservations, or activities through the site.

Air Reservation: 100 points

every additional person over two people is an additional 20 points

Hotel Reservation: 50 points

every additional person over two people is an additional 10 points

Car Reservation: 20

Activities: 15 points

Restaurant Reservation: 10 points

While booking their travel plans through Kayak.com, users will be rewarded when hitting milestone points. 500 points, 1,000, 1,500 and higher results in a varying redeemable Kayak VISA gift card. This will encourage consumers to use Kayak.com because it is a tangible gift that they can use in their everyday lives.

Budget Recommendations

This itemized budget includes production cost, social media cost, and sales promotion activities for the campaign.

Production:

- Equipment: \$15,500
- Services: \$6,000

Video Editing (\$3,000)

Social Design (\$3,000)

- Licensing: 575,000

30 second track (2,175)

Instagram & Facebook Ads (50,000)

YouTube Ad(25,000)

TV Ads (500,000)

Social Media

- Facebook: 720,000
- Instagram: 720,000
- YouTube: 960,000
- Pinterest: 720,000
- Twitter: 480,000

Amazon

- OTT ads on Fire TV \$1,000,000
- Kindle Wake Screen \$800,000

Outdoor

- Digital & Bulletin Billboard- \$1,279,825

Sales Promotion

- Contest Prize Trip Getaway: \$200,000
- Loyalty Program Contingency: 500,000

Total: \$7,975,325

Appendices

Phoenix, Arizona

Billboard #1



Billboard #2



Billboard #3



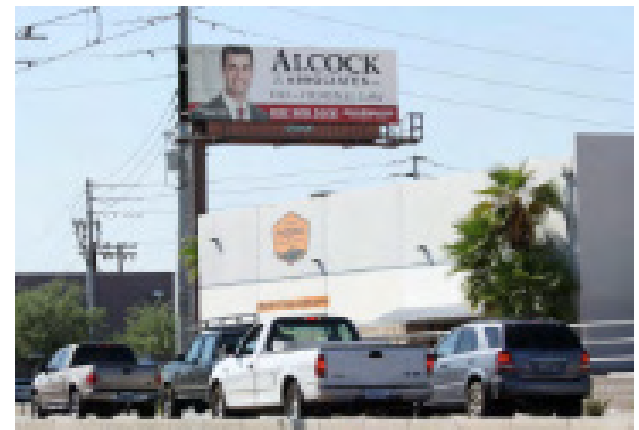
Billboard #4



Billboard #5



Billboard #6



Phoenix, Arizona

Billboard #7



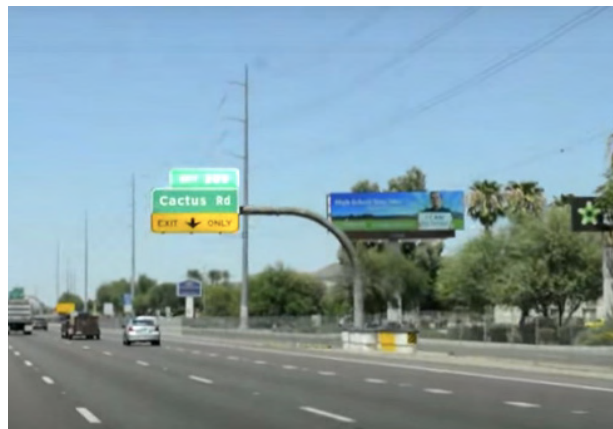
Billboard #8



Billboard #9



Billboard #10



Denver, Colorado

Billboard #1



Billboard #2



Billboard #3



Billboard #4



Billboard #5



Washington D.C.

Billboard #1



Billboard #2



Billboard #3



Billboard #4

